

The importance information search on young Thai consumer on smartphone buying decision

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Abstract

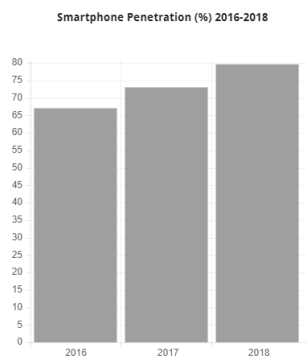
The objective of this research is to examine sources information search on smartphone buying decision young Thai consumer on their buying decision of smartphone. This research uses The population used in this study is 30 teenager that age length 10-24 years old in Thailand, using quantitative research methods. Collect data from population surveys using methods. The tool is a questionnaire for collecting data. The study found that the demographic characteristics of most respondents are female; most of them age between 18 - 21 years old, have educational level in bachelor degree and have single status. The most information search that affects the buying decision on smartphones is advertising

Keywords: information search, buying decision

Chapter 1 Introduction

1.1 Introduction

Mobile phones have become a part of human life. In today's modern life, it plays an important role because today's mobile phones are used by people at all levels around the world. Release of data from the National Statistical Office of Thailand, more than 90% of internet users in the country go online via smartphone, far the exceeding rates for any other device. The second most popular device for internet access was the desktop, used by just half of internet users surveyed.

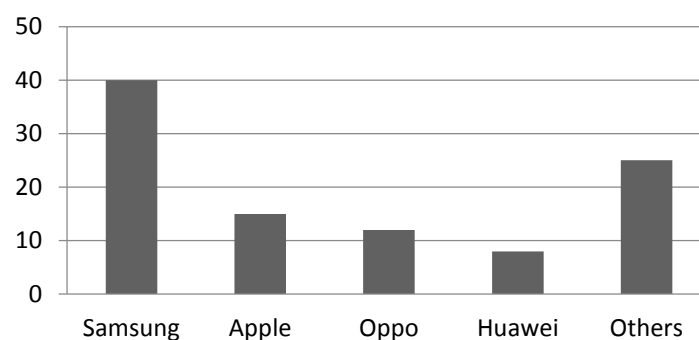


Picture 1.1: Show forecasts smartphone shipments into Thailand

Source: <http://www.weconnectthailand.com/news/thailands-smartphone-demand-continues/>

This picture show forecasts smartphone shipments into Thailand and smartphone base penetration will grow from 2016 is 14.8 million handsets Representing a smartphone penetration of 67%, 2017 is 20.6 million handsets Representing a smartphone penetration of 73% and 2018 is 23.3 million handsets Representing a smartphone penetration of 79.6%.

From picture 1.1 show high smartphone penetration rate , the Thai smartphone market is set to continue its growth in 2017 and 2018.



Picture 1.2: show Thai smartphone market

Source: <http://www.weconnectthailand.com/news/thailands-smartphone-demand-continues/>

From picture 1.2 show Samsung brand is 40%, the highest number of users in the Thai smartphone market, other is 25%, the second largest in Thai smartphone market, iPhone is 15%, the third largest user in the Thai smartphone market, Oppo is 12% , the fourth in Thai smartphone market and Huawei is 8% in Thai smartphone market.

1.2 Statement of problem

Because the phone enters the market a lot they need to understand which functions attract a group of visitors and to target. In order to make it possible to rely on information that shows people using their devices, what content they see, how many calls they have, and the media they download and their culture.

Thus, researcher want to make a research on The importance information search young Thai consumer on smartphone buying decision in Thailand.

1.3 Objectives

1. To examine sources information usage on smartphone buying decision young Thai consumer on their buying decision of smartphone.

Chapter 2 Literature Review

In the study of research The importance information search on young Thai consumer on smartphone buying decision in Thailand, the researcher has studied and researched various theories, concepts and research.

Behavior and needs

Consumer behavior is the behavior of individual individuals in the search, purchase, use, evaluation or management of products and services. Decision-making behavior and consumer actions related to buying and using products and services to meet the needs and satisfaction that consumers expect to be able to meet their needs by various forms of behavior. That is the result of the interaction of genetics and the environment

Communication is important to the coexistence of human society. In areas such as businesses, education, etc. and are essential to daily life. The development of communication patterns is ongoing to certify the needs of society in every profession. Distance is not barrier, to communication and now Communication telecommunication service development to being a culture of society.

Decision-making process

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chances that you will choose the most satisfying alternative possible.

Step 1: Identify the decision

Step 2: Gather relevant information

Step 3: Identify the alternatives

Step 4: Weigh the evidence

Step 5: Choose among alternatives

Step 6: Take action

Step 7: Review your decision & its consequences

Sources of information

1. Personal source
2. Commercial source
3. Public source
4. Experiential source

Chapter 3 Research Methodology

This survey research in order to study The importance information search on young Thai consumer on smartphone buying decision in Thailand. In case of data were compiled by questionnaire to evaluation of the importance of using information search young Thai consumer on smartphone buying decision.

The researcher has taken the following steps.

3.1 Population and sample determination

3.1.1 Population

The population used in this study is 30 teenager that age length 10-24 years old in Thailand.

3.1.2 Sampling method

Quantitative research using quantitative research methods. Collect data from population surveys using methods. The tool is a questionnaire for collecting data.

3.2 Creating tools for research

Tool of this research is questionnaires, topic of this questionnaire is about using information search of young Thai consumer. There are four types of questions:

Part1 General Information

Including gender, age length, education level and status

Part 2 The importance sources information usage on smartphone buying decision

The question form is a rating scale of 5 levels.

5	means	Very important
4	means	Important
3	means	Moderate important
2	means	Not important
1	means	Not important at all

Part 2 have the criteria for determining for range of level and compare the mean with the interpretation, can classify the score as follows.

4.21 - 5.00	Very important
3.41-4.20	Important
2.61-3.40	Moderate important
1.81 – 2.60	Not important
1.00 – 1.80	Not important at all

Chapter 4 Research Methodology

This survey research in order to study the importance information search on young Thai consumer on smartphone buying decision in Thailand from collecting data of the sample group that calculated the total population of 30 set. By distributing the questionnaire to the general public as well. There were 30 respondents. With details in the analysis and evaluation with details in the analysis and evaluation of the following research:

Part1 General Information

1. Gender, most of the samples were female is 77% , male is 20%, not specified is 3% and other is 0%.
2. Age, most of the samples were 18-21 years is 87%, 22-25 years is 10% and 14-17 years is 3%.
3. Education, most of the samples were bachelor degree is 93%, high School is 3%, vocation school is 3%, less than middle school is 0%, middle school is 0% and above bachelor degree is 0%.
4. Statuses, most of the samples were single is 83%, in relationship is 17% and married is 0%.

Part 2 The importance information usage on smartphone buying decision for you.

<i>Sources of information</i>	(\bar{x})	S.D.	Level
<i>Personal</i>			
1. Family	4.33	0.92	Very important
2. Friends	3.83	1.02	Important
3. Neighbors	2.47	1.22	Not important
4. Acquaintances	2.8	1.16	Not important at all
<i>Commercial</i>			
1. Advertising	4.43	0.6	Very important
2. Salespeople	3.67	0.96	Important
3. Website	4	0.79	Important
4. Dealers	3.6	0.77	Important
5. Packaging	3.9	0.99	Important
6. Display	3.7	0.95	Important
<i>Public</i>			
1. Mass media	3.93	0.78	Important
2. Internet searches	4.2	0.66	Important
<i>Experiential</i>			
1. Personal handing, examining, and use of brand.	4.27	0.64	Very important
<i>Total</i>	3.78	0.88	Important

Chapter 5 Conclusion Discuss the results and Suggestion

The purpose of this study is to study information search on young Thai consumer on smartphone buying decision in Thailand. And from collecting data from the questionnaires of the group samples of all 30 Thai people in order to make analysis by means of statistics can be summarized by research and suggestions as follows.

5.1 General Information

Most respondents accounted for 77% female, most of them age between 18 and 21 years old, accounting for 87%. Most of them have educational level in bachelor degree, accounting for 93%, most of them have single status, up to 25%.

5.2 The importance information usage on smartphone buying decision for you

In summary, this research study the importance information search young Thai consumer on smartphone buying decision in Thailand the most is *Advertising*.

Application

The purpose of this study is to study information search young Thai consumer on smartphone buying decision in Thailand is a suggestion to operators about smartphones. Example of this survey the decision to buying decision from young Thai consumer has a reason from information search, most of young Thai consumer in this study the advertising is the importance information search on smartphone buying decision. Therefore entrepreneurs should consider the advertising to match the needs of female teenagers during the 18-21 years which are studying bachelor degree and have a single status. Advertising, whether newspaper, radio, magazine, television or etc.

Recommendation

Since the behavior of consumers has changed over time and information search is constantly changing as well and surveys through questionnaires that have been done in this regard do not receive in-depth information about behavior in all aspects due to the following factors are limited time and the sample of the interviewee.

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