

Abstract

Mobile phone as one of communication accessories is one of the rapidly growing markets in Thailand. The Thai Government has recognized that it must concentrate on improving Thailand's infrastructure to support business demands for telecommunications, which are the provision of network services for the transmission of voice or data signals, via mobile cellular system. These services include both analog and digital mobile services. Currently, there are several kinds of mobile phone system available in the market, which are Cellular 900, GSM 2 watts, DTAC 800 and 1800, GSM 1800, One-2-call, and Dprompt. Also, there are three mobile phone operators in Thailand, which are AIS, TAC, and DPC. In addition, mobile phone market in Thailand is still dominated by two major operators, AIS and TAC, which are awarded concession for TOT and CAT.

This research study on the topic of factors influencing on consumers' purchase decision of mobile phone in Bangkok Metropolis area. The objectives of this research are divided into two main criteria. The first one is to study the relationship between demographic factors as the internal factors and purchase decision. And the second one is to determine the marketing stimuli influencing on purchase decision of mobile phone product. For this research, survey technique focused on structured interview with the help of closed-ended questionnaire is applied for gathering primary data from the target population. The target population are both males and females aged start from 18 years old or above who are now using and will be using a mobile phone residing in Bangkok metropolis. All data are summaries by using the Statistical Package for Social Science (SPSS).

According to the objectives of the study, there are two main groups of factors to be tested with purchasing decision. In the first group are demographic characteristics composed of age, gender, education, occupation, and income as the internal factors. Another group is marketing factors consisting of product, price, place, and promotion as the external factors. This research applies Chi-square contingency test to find independence and Spearman's rank correlation coefficient to test the relationship of two variables.

From the research result, for the first group of hypothesis testing, 4 out of 5 hypothesis are statistically substantiated. This means that age, education, occupation, and income are correlated with purchase decision for mobile phone product. For the group of marketing factors testing, most of the respondents considered price, place and promotion as the important factors for their decision. The influencing factors of their purchasing were service charged, monthly fee, promotion package, enough of service center, and advertising respectively. The relationship between marketing factors and purchase decision by using Spearman's rank correlation coefficient test.

