

Factors Influencing Consumer Decision to Buy Sport Bicycles

Nittaya Fangdacho^{1*} Chinnaso Visitnitikija²

^{1,2} Graduate School of Business Administration, Kasembundit University, Bangkok

Abstract – This study had four major purposes: (1) to determine the important level of marketing mix, (2) to determine the process of decision to buy sport bicycle, and (3) correlation between consumer decision to buy sport bicycle with the important level of marketing mix. This was quantitative research using questionnaire as a tool to collect data from 400 cyclists who ride sport bicycles in Bangkok and this study adopted measures included percentage, mean, standard deviation, t-test, one-way Anova, Pearson correlation, and multiple regression analysis.

The results of the study showed that most of respondents were males, aged 31-40 years and older, were single and married, were bachelor degree holders, worked for private industries, and earned a monthly income of 20,001-30,000 baht. The average overall picture of the opinions on marketing mix factors were at high level and the process on consumer decision making on buying sport bicycles were at high level also. The hypothesis testing results on the different personal behavior patterns, such as gender, age, and marital status affected the process of consumer decision on buying sport bicycles and factors on marketing mix correlated to the process of consumer decision on buying sport bicycles were at high level in the same direction. The marketing mix factors, such as prices, distribution channel, marketing promotion influenced consumer decision on buying sport bicycles at statistically significant 0.05.

Recommendations from the study results were that sport bicycles vendors should offer a variety of sport bicycles with famous brand names, all sizes, modern design with good quality, warranties, service after sales, appropriate prices per quality of bicycles, clearly prices tags, easy access bicycle shops, marketing promotion with free gift after purchased, advertising thru multimedia channels, and knowledgeable sale person to assist on selecting the right bicycle for exercises.

Keywords: Consumer Decision, Sport Bicycle.

----- X -----

INTRODUCTION

Marketing activities on private bicycles Especially cycling trips and night trips for bicycle races For beginners, spinner and general athletes As a result, Thailand has increased the number of cyclists. Thailand will have a population of up to 3,000,000 bike users nationwide. Groups that are interested in cycling are increasing women and children.(Marketer Today, 2559 : ออนไลน์)

In every province, there are more people turning to cycling with additional factors from the health conscious trend. Energy savings Environmental protection And there is a path that facilitates cycling for exercise Both the route in the city and the natural route makes people turn to bike for more health. Therefore, SCB has expanded the bike lanes and launched the world-class bicycle lanes, starting today March 23, 2018, using the name of the track, cycling,

"Charoen Suk Mongkhon Chit" and the English name (Happy And Healthy Bike Lane, 2561)

Using instead of the original name Sky Lane Thailand, which has statistics for over 14,000 users per week (Sky Lane Thailand, 2558)

Showing the number of people who are interested in using bicycles that increase in line with the overall market of Thailand bike in 2018 will have a total market value of 7,500 million baht, divided into bicycle market 4,500 million baht, 5-7% growth and equipment market Accessories such as fashion parts, clothes Bicycle accessories, etc. 3,000 million baht, growth of 15% (Thansettakij, 2561 : ออนไลน์)

But at present, the problem of cyclists is Driving accidents due to the need to share routes with other vehicles, not understanding the traffic rules Warning signs and symbols Including specific routes, inadequate bike and incomplete Inhalation

of toxic fumes in the air from a large amount of car exhaust Including dust from smog Harmful to health. Researchers as consumers Therefore interested in studying what factors affect health promotion by using bicycles for exercise To use the data from the research results as a guideline for organizing bicycle exercise activities and guidelines for organizing bicycle routes to create health by using exercise bikes To keep the body healthy Prevent illness Thus saving expenses from medical expenses and reducing traffic problems, reducing fuel consumption Reduce air pollution from fewer cars Develop sustainability in the use of exercise bikes for health

From the above, students are interested in studying the decision making processes and marketing factors that affect the decision to buy a spinning bike for health. In order to use the information from the research to be used as a guideline for planning the distribution of spinning bikes for health in accordance with the needs of consumers. Further, as a result of the above, students are interested in studying the decision making process. And marketing factors affecting the decision to buy a spinning bike for health In order to use the information from the research to be used as a guideline for planning the distribution of spinning bikes for health in accordance with the needs of consumers.

EDUCATIONAL OBJECTIVES

1. To study the marketing mix factors in buying a spinning bike for health
2. To study the process of buying a spinning bike for health
3. To compare the decision-making process of buying a spinning bike for health by personal information
4. To study the relationship between marketing mix factors and the decision-making process of buying a spinning bike for health.

Conceptual framework of research

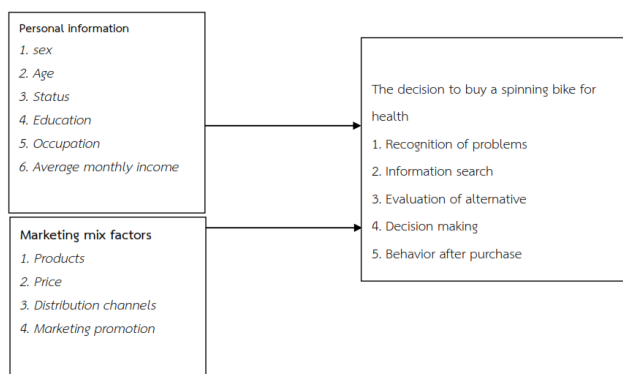


Illustration1: Conceptual framework of research

RESEARCH HYPOTHESIS

1. Different personal information has the process of deciding to buy a different spinning bike for health.
2. The marketing mix factors are related to the decision to buy a spinning bike for health.
3. Marketing mix factors influence the decision making process of buying a spinning bike for health.

RESEARCH SCOPE

1. The content of the study of marketing mix affecting the decision making process of buying a spinning bike for health Consumers in Bangkok By using the concept of marketing mix factor theory contain with Product, price, price, place of marketing promotion (Promotion) and study of decision making process for buying spinning bike for consumer health by using the concept of process theory of purchasing decision of the person Consumption 5 steps to recognize the problem (Problem Recognition), search for information (The Information Sources), evaluation of selection (Alternatives Evaluation) Purchase Decision (Purchase Decision) Post-purchase evaluation (Kotler.1997)
2. The population and examples used in the study are those who are cycling for health in Bangkok.
3. The period used in the study between June – November 2018

Equipment and methods of conducting research

The tools used in this study are the questionnaire used as a tool to collect data by the students themselves.

1. Study related documents and research to determine the questionnaire structure.
2. The questionnaire structure consists of 3 important parts as follows

Part 1 Personal information is general information of the respondents.

Regarding gender, age, status, education level, occupation and average monthly income Creating a question is a Nominal Scale. It is a measure of data to divide the data into groups according to the specified properties. There are many answers to

choose from, but the respondents can choose only one answer. This level uses simple statistics to calculate. Percentage, in part 1 Consists of a total of 6 questions, with a checklist

Part 2 is a questionnaire for opinions about marketing mix factors in purchasing a bicycle. Which is the question of the score type Divided the score of priority level into 5 levels according to the Likert form. The questionnaire created is a question of type of rating scale (Rating Scale)

Part 3 is a questionnaire for opinions about the decision to buy a spinning bike for health. Which is the question of the score type Divided the score of opinion level into 5 levels according to the Likert form. The questionnaire created is a question, type, rating scale (Rating Scale) and in the estimation, the value is defined as follows.

The researcher used the draft draft questionnaire that was created to provide knowledgeable and experienced experts to examine the content validity and correctness in language idioms. The experts have revised the questionnaire number 3. You, by finding the Index of Item Objective Congruence (IOC), which has an average value of .95, the researcher has adopted a draft draft questionnaire that has been updated by experts and presented the advisor to consider completion again And used for trial (Try-out) with groups that have similar characteristics to the sample group of people who spin bike for health in Bangkok, 40 sets and then used to find the value confident (Reliability) The questionnaire that has been tested for confidence according to Cronbach's method (Cronbach, 1990: 202-204) using the alpha coefficient, using the reliability of 0.70 or higher, to answer the questionnaire with sufficient confidence to be used as a benchmark of the researcher. This number 40 Set with the population of cyclists for health in Bangkok, the sample group found that the alpha coefficient (Cronbach's Alpha Coefficient) was .95 with a high level of confidence.

Processed data from the questionnaire by computer program by looking at percentage (Percentage) and Mean (Mean) Microsoft Excel program which is a ready-made program for creating pie charts and bar charts with words Explain the result And bring the results from the chart to present to analyze according to the characteristics of various variables

STATISTICS USED IN DATA ANALYSIS

Descriptive statistics are analysis by determining the frequency, percentage, mean, mean, standard deviation to measure the distribution of data. Used to describe personal factors of respondents, marketing mix factors in choosing to rent condominiums among consumers in Lat Krabang area and the level of importance of the decision to choose to rent

condominiums among consumers in Lat Krabang District.

Inferential statistics are used to test hypotheses by t-test, F-test (One-Way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis.

RESEARCH RESULT

The results showed that 400 respondents, male, aged between 31-40 years, single status and married, graduated with a bachelor's degree, private employee And monthly income is lower or equal 20,001-30,000 baht

Information about the importance of marketing mix factors in purchasing spinning bikes for health

According to studies, it has been found that The importance of marketing mix factors in the purchase of spinning bikes for health Overview of comments Is in a very important level, ie product, price, distribution channel and marketing promotion

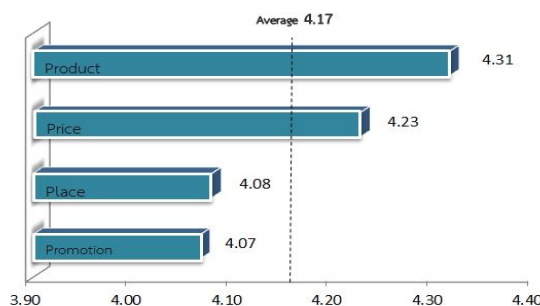


Illustration 2 shows the level of opinions on marketing mix factors

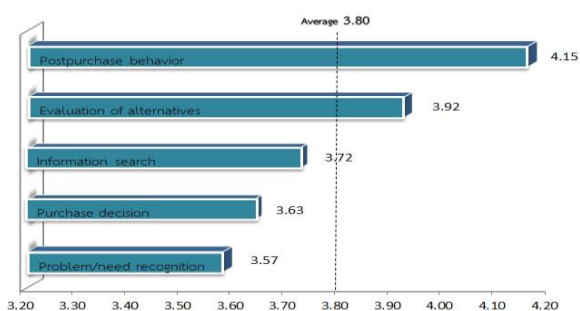
From the study, it was found that the level of opinion on marketing mix factors in products with the average value included in the seven most important levels consisted of the characteristics of the bicycle. / Spinning performance The bike has good performance. (Brake gear system) Material used to make quality Strong, lightweight The brand of the bike is reliable. The colorful appearance of the bike is beautiful. Spare parts can be easily found and the brand of the bike is famous, respectively.

From the study, it was found that the level of opinion on the marketing mix factors in the price, with the average value included in the level of importance, 7 items, consisting of the price, in the decision to buy the bike, the price is appropriate compared to the quality, showing the product price Clear, cheap, compared to other brands in the model that are nearby. Maintenance costs are reasonable, can be resold, good price and the cost of maintenance. Low maintenance, respectively

From the study, it was found that the level of opinions on marketing mix factors in distribution channels with the average value included in the 5 important levels, consisting of reliable distribution channels, easy distribution channels. Distribution channels There are many products, distribution channels, complete products. And convenient contact bike shop with adequate parking respectively

From the study, it was found that the level of opinion on marketing mix factors in marketing promotion with an average of 8 items in overall importance, consisting of after sales service, after-sales warranty, discount From normal price There are various news updates, installment services, membership systems. There are activities to build relationships with customers, advertisements in various media, and give free gifts respectively.

Information about the level of importance of the decision to buy a spinning bike for health



The analysis of the relationship between marketing mix factors is related to the decision process of buying a bicycle. In recognition of problems

Marketing mix factors	Relationship, process of buying decisions, perceived problems		
	r	Sig	Relationship level order
Product	.146	.003*	Very little in the same direction 4
price	.298	.000**	Less the same direction 2
Distribution channels	.349	.000**	Less the same direction 1
Marketing promotion	.276	.000**	Less the same direction 3
Average overview	.322		Less the same direction

** statistical significance at the level of .01 (2-tailed)

SUMMARY AND DISCUSSION OF RESEARCH RESULTS SUGGESTIONS FROM THE STUDY

In this study, the marketing mix factors affecting the decision to buy a spinning bike for health and decision making process of consumers Which bicycle shop operators can use as a guideline to develop the business of distributing spinning bikes for health to meet the needs of most consumers The study has suggestions for the following benefits.

1. For products, bicycle shop operators should focus on providing a variety of branded

bicycles. Many sizes, all colors, all sizes to choose, focus on good quality bikes. There is a guarantee in the right time for use.

2. In terms of price, bicycle shop operators should focus on determining the selling price to be suitable for the quality of the product. Price is an international standard. There is a clear price tag.
3. Distribution channels Bike shop operators should choose a location in the community. At convenient transportation Providing adequate parking Including increasing distribution channels in line with consumer groups
4. Marketing promotion Bike shop operators should pay more attention to the preparation. Advertising media through various channels There are sales promotions with interesting gifts such as cycling clothes, bicycle hats, etc. There are activities to build relationships with customers. Introduction to demonstrating the correct spinning method for the right health.

SUGGESTIONS FOR FURTHER RESEARCH

1. There should be additional study on the issues of attitude or satisfaction of consumers towards the bike and the behavior of choosing to buy a bicycle as well. In order to know more about the needs of consumers
2. There should be a study of other influential factors such as the 4Cs marketing strategy in the customer solution (Customer Solution), the cost of customer, the convenience of customers. (Convenience) and communication with customers (Communication) that is related to consumer buying behavior of bicycles

REFERENCES

Kotler, P., & Armstrong, G. (2003). Marketing and introduction (6thed.). New Jersey: Prentice- Hall.

Kotler, P. (1999). Marketing management analysis, planning and control (10thed.). New Jersey: Prentice-Hall.

Cronbach, L. J. (1990). Essentials of psychological testing (5th ed.). New York : Harper Collins Publishers. (pp. 202-204)

Bryden, A., Roberts, B., Petticrew, M., McKee, M. (2013). A systematic review of the

influence of community level social factors on alcohol use. *Health & Place*, 21, pp. 70-85.

Creative Research Systems Survey Software (2013). Top ten review: Goldsoftware of 2013. Malibu, CA: Advanced Reservice.

W. Pant., Tosaporn Mahamud (2018). "Management of Integrated Cultural Tourism In pitsanulok Pichit and Phetchabun Province" *Humanities and Social Science Research Promotion Network Journal Volume 1 Issue 2 (May - August 2018)*

Jossor, R. (1991). Risk behavior in adolescence: A psychosocial framework for understanding and action. *Journal of Adolescence Health*, 12, pp. 597-605.

Corresponding Author

Nittaya Fangdacho*

Graduate School of Business Administration,
Kasembundit University, Bangkok