

## Abstract

**Independent Study** : Marketing Mix Affecting the Decision-Making to Purchase iPhone 6s of Consumers in Bang Khae District, Bangkok Metropolis

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This Research aims to study the marketing mix affecting the decision-making to purchase iPhone 6s Smart Phone, including to study iPhone 6s purchasing behaviors, as well as to study the relationship between the demography and the iPhone 6s purchasing behaviors and to study and compare the marketing mix factors affecting the decision-making to purchase iPhone 6s of consumers in Bang Khae District, Bangkok Metropolis as classified by the demographic natures. The sample groups used in this Study were 400 consumers in Bang Khae District, Bangkok Metropolis, who had ever used iPhone 6s by purposive sampling method. The statistics used in data analysis were frequency, percentage, mean, and standard deviation. Chi-Square, t-test, and One-Way ANOVA were used in the hypothesis test.

According to the result of this Research, most of consumers purchased iPhone 6s due to modernity by purchasing it from the shops of distributors directly possessing copyright (Truemove / dtac / AIS), and due to new model, most of which were with memory unit of 128 GB. The most used activities were chatting, such as line and facebook, which were decided to purchase by them. The most favorite color was rose gold color and their friends mostly accompanying the consumers to purchase the products. Additionally, overall consumers focused on the marketing mix affecting the decision-making to purchase iPhone 6s, including to study iPhone 6s purchasing behaviors is in the high level by mostly concentrating on the product factor, next in ranks were on the marketing promotion, and on personnel which was the last factor.

According to the hypothesis test, the gender is related to the purchasing behaviors of iPhone 6s on the cause of purchase, place of purchase, and opportunity of purchase; the age is related to the cause of purchase, place of purchase, opportunity of purchase, memory unit to be purchased, persons influencing the decision-making to purchase, and the persons accompanying to purchase; educational level is related to the cause of purchase, opportunity of purchase, principle activities used, persons influencing the decision-making to purchase, and the persons accompanying to purchase; occupation is related to the cause of purchase, place of purchase, opportunity of purchase, principle activities used, persons influencing the decision-making to purchase, and the persons accompanying to purchase; and monthly income is related to the cause of purchase, opportunity of purchase, memory unit to be purchased, principle activities used, persons influencing the decision-making to purchase, and the persons accompanying to purchase, at the statistical significance of 0.05. In addition, different gender, age, educational level, occupation, and monthly income have different impact on decision-making to purchase the iPhone 6s of consumers in Bang Khae District, Bangkok Metropolis on marketing promotion at the statistical significance of 0.05, and non-different impact on product, price, distribution channels, personnel, service rendering processes, and physical environmental condition.