

# **The Influence of Marketing Mix Factors on Bangkokian's Buying Decision Process of Fuji Mirrorless Camera**

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## **Abstract**

The objectives of this study were 1) to study personal factors Influence on Buying Decision Process of Fuji Mirrorless Camera in Bangkok 2) to study marketing mix factors Influence on Buying Decision Process of Fuji Mirrorless Camera in Bangkok. This study is quantitative analysis via questionnaire 385 observations. The information was analyzed by description statistic consisting of frequency level, percentage, average, standard deviation and inferential statics for hypothesis testing by using t-test, F-test LSD, Multiple regression with 5% level of significant.

The results were shown as follow; Most of samples are male, age of 20-30 years, works in private company, bachelor's degree and salary of 15,001-30,000 baht. The marketing mix factors that have high importance level is Product, Price, Place and Promotion. They have an intensive level of buying decision process in Problem recognition step, Information search step, Evaluation of alternatives step, Purchase decision step and Post-purchase behavior step. Hypothesis testing result is the consumer with different gender, age, career, education and income per month has different effect on buying decision process. Marketing mix factors that affected on buying decision process are Product, Price and Promotion.

**Keywords:** Marketing, Thai, Camera, Technology, Consumer, Buying