Marketing Communication Factors Influencing Buying Decision of Honda Civic Hatchback Model

ปัจจัยการสื่อสารการตลาดที่มีอิทธิพลต่อการตัดสินใจซื้อ Honda Civic Hatchback

- Porapon Chuenputhi
  Student, Master of Business Administration Kasetsart International MBA Program, Kasetsart University E-mail: un.fab.fuss@gmail.com
  ปรพล ชื่นพุฒิ
  นักศึกษาปริญญาโท หลักสูตรบริหารธุรกิจ มหาวิทยาลัยเกษตรศาสตร์
- Surang Hensawang
  Ph.D., Assistant Professor, Department of Finance, Faculty of Business Administration Associate Dean, The Graduate School, Kasetsart University E-Mail: fbussum@ku.ac.th
  สุรางค์ เห็นสว่าง
  ดร., ผู้ช่วยศาสตราจารย์., ภาควิชาการเงิน คณะบริหารธุรกิจ รองคณบดีบัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์

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Abstract

This study is the study of the marketing communication factors affecting the purchase decision of the Honda Civic Hatchback. 1) To study the behavior of consumers in purchasing a Honda Civic Hatchback 2. To study the factors of marketing communication in the decision to buy a Honda Civic Hatchback 3. To study the factors of marketing communication in the decision to buy a Honda Civic Hatchback classified by personal factors Methods of this study It is a descriptive study. Using a survey method using 385 questionnaires to analyze the data using descriptive statistics. with frequency, percentage, mean, standard deviation and inferential statistics using t-test, F- test and LSD at a statistically significant level of 0.05.

The results of the study on personal factors found that most of the sample were female, aged 36-45 years, single status, bachelor's degree. Occupation of a private company employee the average monthly income is less than 20,000 baht. Consumer behavior study found that what impressed me from using the Honda Civic Hatchback is its beautiful, modern shape. The reason for considering buying the Honda Civic Hatchback is the identity of the car that expresses who you are. The purpose of buying a Honda Civic hatchback is to use for work.

The focus on the Honda Civic Hatchback service center component is that the service center is close to the accommodation and easily accessible the person influencing the decision to purchase a Honda Civic Hatchback is himself and will recommend others to use the Honda Civic Hatchback. The importance of marketing communication factors influencing the purchase decision of the Honda Civic Hatchback found that the importance of marketing communication factors as a whole in a very important level with an average value of 3.74 and when considering each aspect, it was found that the sample group gave the highest importance to marketing communication factors in Personal Selling, followed by Sales Promotion, Public Relations, Direct Marketing and Advertising, respectively.

Keywords: Marketing communication, Influencing Buying Decision

บทคัดย่อ

การศึกษาในครั้งนี้เป็นการศึกษาเรื่องปัจจัยการสื่อสารทางการตลาดที่มีผลการตัดสินใจเลือกซื้อรถยนต์ Honda Civic Hatchback มีวัตถุประสงค์เพื่อ 1. เพื่อศึกษาพฤติกรรมของผู้บริโภคในการเลือกซื้อรถยนต์ Honda Civic Hatchback 2. ศึกษาปัจจัยการสื่อสารการตลาดในการตัดสินใจเลือกซื้อรถยนต์ Honda Civic Hatchback 3. เพื่อศึกษาปัจจัยการสื่อสารการตลาดในการตัดสินใจเลือกซื้อรถยนต์ Honda Civic Hatchback จำแนกตามปัจจัยส่วนบุคคล วิธีการศึกษาในครั้งนี้ เป็นการศึกษาเชิงพรรณนา (Descriptive) โดยใช้วิธีการสำรวจด้วยการใช้แบบสอบถาม 385 ชุด มาทำการวิเคราะห์ข้อมูลโดยใช้สถิติเชิงพรรณนา ด้วยค่าความถี่ ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และสถิติเชิงอนุมาน ใช้ t-test , F- test และ LSD ที่ระดับนัยสำคัญทางสถิติที่ 0.05

ผลการศึกษาด้านปัจจัยส่วนบุคคล พบว่า กลุ่มตัวอย่างส่วนใหญ่เป็นเพศหญิง มีอายุ 36 – 45 ปี มีสถานภาพโสด การศึกษาระดับปริญญาตรี อาชีพพนักงานบริษัทเอกชน มีรายได้เฉลี่ยต่อเดือน น้อยกว่า 20,000 บาท ผลการศึกษาด้านพฤติกรรมผู้บริโภค พบว่า สิ่งที่ประทับใจจากการใช้รถ Honda Civic Hatchback คือรูปทรงที่สวยงาม ทันสมัย เหตุผลในการพิจารณาเลือกซื้อรถ Honda Civic Hatchback คือเอกลักษณ์ของรถยนต์บ่งบอกความเป็นตัวตน วัตถุประสงค์ในการเลือกซื้อรถ Honda Civic hatchback เพื่อเป็นยานพาหนะในการทำงาน ความสำคัญกับองค์ประกอบศูนย์บริการการขายรถ Honda Civic Hatchback คือศูนย์บริการอยู่ใกล้ที่พัก เดินทางสะดวก บุคคลที่มีอิทธิพลในการตัดสินใจซื้อรถ Honda Civic Hatchback คือตนเอง และจะแนะนำให้ผู้อื่นใช้ รถ Honda Civic Hatchback ผลการศึกษา ระดับความสำคัญของปัจจัยสื่อสารการตลาดที่มีอิทธิพลต่อการตัดสินใจเลือกซื้อรถยนต์ Honda Civic Hatchback พบว่า ระดับความสำคัญของปัจจัยสื่อสารการตลาดในภาพรวม อยู่ในระดับความสำคัญมาก โดยมีค่าเฉลี่ยเท่ากับ 3.74 และเมื่อพิจารณาในแต่ละด้าน พบว่า กลุ่มตัวอย่างให้ความสำคัญปัจจัย

สื่อสารการตลาดด้าน Personal Selling สูงที่สุด รองลงมาคือด้าน Sales Promotion ด้าน Public Relations ด้าน Direct Marketing และด้าน Advertising ตามลำดับ

คำสำคัญ: การสื่อสารการตลาด, อิทธิพลต่อการตัดสินใจซื้อ

Introduction

Cars are one of the most important factors in human daily life. Because human beings of all sexes, ages, and occupations are all demanding to travel from one place to another. It may be for work, business, meetings, or for tourism. Which cars are vehicles that humans have chosen to be used to facilitate travel as much as possible. Both in urban and rural societies where public transit services are inadequate. Thus, causing stimulation of consumer demand To have more private cars. For the domestic car market trend in 2018, there are positive factors increasing from the completion of the 5-year first car project Including promoting investment from the government sector and the introduction of new products from many automobile manufacturers Therefore, it is expected that total sales will be at 800,000 units, an increase of 4.1 percent from the previous year.

Due to the increase in positive factors causing every car company to try to use marketing strategies technological developments such as the development of attractive exterior and interior appearance. Developing the performance and efficiency of the engine to be more capable than before. To meet the needs of consumers to compete for the car market share In Thailand, the two camps that have always been competitors in the passenger car market are between Honda Automobile Thailand Co., Ltd. (Honda) and Toyota (Toyota) until the last two years, Honda Automobile (Thailand) Co., Ltd. Number one in the passenger car market in Thailand in 2016, Honda achieving the highest cumulative sales volume. (January - December 2016), with a total of 107,342 vehicles (including Honda BR-V, HR-V and CR-V), the market share increased to 32.7%. From 31.5 percent in 2015 and was able to be number one in the passenger car market for two consecutive years, in 2016 and in 2015.

Although the car market overview and the economy are in a slowdown, but Honda continues to strive to bring new vehicles to the market to meet the needs of customers continuously. Honda has strengthened its leadership in the C segment by sending the new Honda Civic Hatchback (All-new Civic Hatchback) Hatchback 5-door that emphasizes the

sporty premium design. But sleek at the same time Especially the unique rear end at the same time, it also comes with a 1.5-liter VTEC TURBO engine that is as powerful as a 2.4-liter engine, but is more fuel efficient. Including clear lines on the side of the car Sporty the cabin is still spacious. At the rear, a capacity of 414 liters, with complete facilities to meet the needs of the new generation of consumers who want to be unique in their 20-30 years old (Brandinside, New Thinking Business, 2017) by marketing method, Honda continues to focus on Target Marketing Relation Marketing with 3 activities. Ie Music, Sport and Lifestyle Marketing are the main tools to reach the target audience.

Marketing communication to persuade the target customers to consider the brand more. When building awareness, build credibility. And using individuals to persuade customers, then promotional tools will act to persuade and give reasons for persuading target customers to consider that brand more this is because the promotion qualifies only for delivering a special offer. Which brands have to offer duty to create a targeted customer experience is the organization of marketing activities, being a marketing sponsor and customer service. Marketing communications will help make a difference in your product. Hold the position, hold the heart of products, pull new customers, keep old customers, promote sales to make consumers reminder escalation occurred. In addition, the brand image is widely known (Sutiradech Nakarin, 2012) due to the creation of an image for marketing promotion. It is an important target in marketing. That the business organization has to promote to be outstanding and strength to be able to develop themselves effectively in the competitive environment of the market it also builds long- term relationships between brands and customers.

Objective

1. To study consumer behavior in buying a Honda Civic Hatchback.

2. To study the marketing factors in making a decision on buying a Honda Civic Hatchback.

3.To study the marketing factors for buying a Honda Civic Hatchback classified by personal factors.

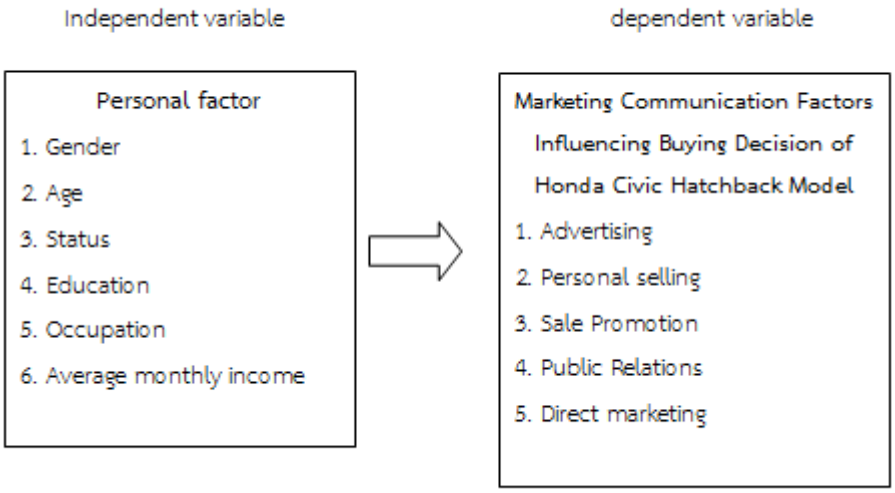
Scope of research

1.The demography in this study aimed to study consumers who interested to buy or have ever chosen to buy a Honda Civic Hatchback in the past 1 year.

2.The content of this study focus on consumer behavior and marketing factors for buying a Honda Civic Hatchback car

3. The period for data collection is between March to April 2021.

Conceptual framework



Definition of operational terms/research terms

1. Marketing communication factors Refers to the interpretation of marketing activities to generate awareness. Create understanding and build acceptance between businesses and consumers with the aim of having important results is to help stimulate sales and build customer loyalty marketing communication activities, therefore, consists of an important part of advertising, public relations, promotion and direct marketing.

2. Hatchback Car Refers to a car with a back door can be opened up make the back more room for storage sometimes referred to in the spoken language as the 5-door model, the word Hatchback is used to categorize cars into Hatchback and Sedan types, for example, Hatchback Door models that are most commonly seen in Thailand such as Honda Jazz / Toyota Yaris / Honda CRV / Mazda Cx -5 etc.

Literature review

Marketing communication tools

Seree Wongmontha (2540) said that in a business view Line of work Marketing communication Many people think that marketing people can work in marketing

communications. But in fact The content of marketing communications is mainly focused on the communication objectives in order to give customers a better understanding of the brand. Products and services that meet the manufacturers want to communicate with consumers. Either it communicates with words, pictures or images, taste, smell, sound, known as image. It is the job of marketing communicators to plan and apply various media tools to communicate accurately to customers, where communication tools to present information and persuade customers to know the product will be a channel similar to that. Journalists use There are 5 main tools used by marketing communicators:

1. Advertising
2. Personal selling
3. Sale promotion
4. Public Relation
5. Direct marketing

With details as follows

1. Advertising is a form of communication for a brand is a communication of information with the aim of making consumers aware of information, disclosed by the owner or patron. The use of media and is to provide information that does not send a person to direct contact.

1.1 Print media such as newspaper, brochures, magazines, posters

1.2 Outdoor media such as various billboards

1.3 Mobile media such as bus side advertising Advertise next to the BTS

1.4 Broadcasting and broadcasting media such as television and radio

Advertising is used in the following cases.

1.Want to make a difference in the product (Differentiate product) at a glance And spacious

2. Want to hold the position of the heart of the product (Brand positioning). Example: Want to establish positioning that Protex is an anti-bacterial soap. Rejoice is a 2 in 1 shampoo with its first product lineup, Dimension 2 in 1 , but Dimension is less advertised, so Rejoice is able to take over the 2 in 1 positioning. Better, so advertising is important. Without advertising, it is as if we do not have ownership of the brand.

3. Use advertising when it comes to making a great impact. For example, a millionaire heirs housing project has a small target audience. But in order for the project to be great, it is

considered that advertising has an impact on both the image and the effect in the conversation among customers.

4. If the product is already well known, do not have to educate people. Want to emphasize product positioning want to make a difference. Customers have behaviours that do not have to change the customer's mind. It is advisable to use advertising such as sun silk shampoo, lotte gum. Simple home advertising Home Properties Without these new concepts, there is no need to change the structure of any consumer thinking, just create awareness and show selling point, product position.

2. Sales by sales staff (Personal selling) is a direct communication to consumers. It is a communication between people and the person who informs the information can evaluate information from consumers. Personal selling is very important, it is used in the following cases:

2.1 When product characteristics must have product knowledge (Product Knowledge) It is a product that consumers need to know and describe in the product or service. It is a sophisticated product that cannot be afforded through mass media or cannot be used in advertising. These products include Vacuum cleaner Ice machines, machines, automobiles, engines, other industrial products Therefore requires salespeople to help explain Because advertising media could not be used to explain clearly

2.2 In the event that the product requires a person in the service of the sale of the product as well A sales agency is required in the event that the product requires good sales services, which also requires a service person to sell the product The salesperson will serve as a service, advice, installation, maintenance, where salespeople play an increasingly important role.

2.3 When the product is suitable for sales by employees, such as door to door selling, in case the business wants to build a good relationship with the consumer between the manufacturer and the consumer. Whether it is life insurance Electrical appliances Including cosmetics

3. Sale promotion is a short-term step. To encourage consumers to buy more products It encourages attention and tries to use the product. And an immediate sale It has the following planning objectives:

3.1 Attract new users, To attract customers to buy the product. There is a need to reduce the risk of using new products to consumers. It is what will overcome the lnershier of change.

3.2 Hold current customer In the event that a competitor releases a new product, the customer may get interested and want to try a new product. Therefore, it must be corrected by making it not meet expectations, which will reduce the concentration of promotion. Customers are interested in new products but are not sure of product quality Which the old brand used until the quality is sure and there is a marketing promotion in the case of changing your mind will be very difficult.

3.3 Encouraging current customers to buy products in large quantities. This may not be relevant to competitors. But it happened because the customer was not sure. Will you come back to buy the product?

3.4 Increased product usage occurs when the consumer wants to use the product more than before or use it continuously.

3.5 Sales promotion encourages consumers to trade up by buying higher value products. Larger Or better quality

3.6 Reinforce brand advertising Once advertised, it is best to use a marketing promotion such as mobile posters, hang tags, brochures, flyers, shelf talker. When consumers pass by, they will talk. With consumers It is increasing awareness (Increased awareness) and generating news recipients. Advantage on the shelf can attract the attention of consumers.

4. Public Relation is a communication tool in order to create a good picture relationship with various groups of news recipients in order to make information understandable or to communicate with the community both inside and outside in order to create a good image of the organization. With consumers public relations has the following functions.

4.1 Use news and public relations to create an image that is superior to competitors. Which other features Inability to achieve superiority over the competition various features of products equal to competitors the image is the only thing that can make a good difference in a product. When all other things are equal the image is therefore the only thing left to be used in battle. Using stories and legends which is something that competitors are very difficult to emulate.

4.2 News and public relations are used when wanting to educate people. Some products will be successful. When a person has knowledge of the brand, it is necessary to describe the properties of the product.

4.3 When there is a large amount of information that will add value to the product and that news cannot be included in the advertisement. Because the advertisement only lasts 30

seconds. Therefore, it is not possible to put a lot of information into the advertisement; PR should be used if there is a lot of information that is appreciated in the product.

5. Direct marketing by using one or more advertising media in order to have a purchase. Product sales happen Direct communication with consumers to provide consumers with an immediate response. By aiming to build a good relationship In a long time with consumers The flexibility and quality of the news can be controlled so that it covers the consumer groups and can be revised at any time Direct marketing Use the following cases

5.1 When having a good enough database, in this case, knowing who the target audience is, where and where will be more economical than using media

5.2 To create a personalized marketing wants the target group to feel that it is a personal marketing, when the consumer receives the letter, they will feel that they are the important customer, the customer known by the company president Cause good feelings And proud that he is the one who has been chosen as the target group

5.3 Use it as a follow up strategy.

5.4 It is a reminder the use of direct marketing to communicate with existing customers and build a good relationship.

Research method/research methodology

This research It is a survey study by examining the relevant theoretical research documents. And searching for information from documents and references that are relevant to the subject studied and is a descriptive research study, which was collected in the form of a survey research (Survey Method) with a questionnaire by the study's data collection. Give out questionnaires and clarify with the sample group. To complete the questionnaire manually. After receiving the questionnaire, the descriptive statistical data were analyzed. And inferential

Conclusion

The results of the study on personal factors found that most of the samples were female, aged 36-45 years, single status, bachelor's degree. Occupation of a private company employee the average monthly income is less than 20,000 baht.

A study on consumer behavior revealed that the impression of using the Honda Civic Hatchback is its beautiful, modern shape. The reason for considering buying a Honda Civic

Hatchback is its identity. The purpose of buying a Honda Civic hatchback as a working vehicle. The focus of the Honda Civic Hatchback service center component is that the service center is located near your accommodation and is easily accessible. The person influencing the decision to purchase a Honda Civic Hatchback is himself and will recommend others to use the Honda Civic Hatchback.

The study found that the importance of marketing communication factors influencing the purchase decision of the Honda Civic Hatchback found that the importance of marketing communication factors as a whole in a very important level With an average of 3.74 and when considering each aspect, it was found that the sample group gave the highest importance to marketing communication factors in Personal Selling with an average of 4.11, followed by Sales Promotion with an average of 3.90, and Public Relations with an average of 3.73. Direct Marketing with an average of 3.49 and Advertising with an average of 3.48 respectively.

Hypothesis test results Consumers with different personal factors focused on different marketing communication factors when making purchasing decisions for a Honda Civic Hatchback. Different levels of importance of marketing communication factors affecting the purchase decision of the Honda Civic Hatchback were significantly different at 0.05.

Discussion

From the study of the importance of marketing communication factors affecting the purchase decision of the Honda Civic Hatchback, it was found that the overall marketing communication factor was at high level. The marketing communication factors can be prioritized as follows: Personal Selling with an average of 4.11, followed by Sales Promotion with an average of 3.90, Public Relations with an average of 3.73, Direct Marketing with an average of 3.49, and Advertising, respectively. This order is consistent with the research of Thasinee Muangthip (2014) to study integrated marketing communication that influences decision-making. Buying energy-saving cars for consumers in Bangkok the research findings on marketing mix factors affecting consumers' decision to buy energy-saving cars in Bangkok found that most of the consumers in Bangkok pay attention to the marketing mix factors affecting car purchases. Sit and save energy in a large overall level. And in line with the research of Rampaiphan Puttham (2014) by studying the marketing communication factors affecting the purchasing behavior of consumers in the Central Department Store. Chaengwattana Branch the results showed that the sample group gave importance to the communication factor.

Integrated marketing is at a high level. When considering each aspect, it was found that there was a high level of importance. (In order from highest to lowest), including sales by employees Marketing activities Promotion.

Recommendation/implication

Recommendation/implication of study or research

1.Personal Selling : From the results of the study of marketing communication factors affecting the decide to buy a Honda Civic Hatchback. Consumers under 25 years old, marital status, higher education, income of 50,001 baht or more will give more importance to sales marketing communications by employees than other groups of consumers. Regarding employees who need to serve with heart willing to serve Employees must have knowledge can give good product recommendations. Employees must speak politely and sweetly. Therefore, the company should Training staff to serve with heart be willing to serve because salespeople are essential to effective marketing communications. It is a form of person-to-person communication. It is essential that help drive customers to make purchasing decisions. And it is a marketing communication tool that can build a good relationship with customers.

2.Sales Promotion: From the results of the study of marketing communication factors affecting decision-making buying a Honda Civic Hatchback, consumer groups under 25 years of age, divorced / widowed status, higher education, income 50,001 baht or more, will focus on promotional marketing communications. more than other consumers therefore, the company should focus on organizing promotional activities, offering discounts, promotions, and paying installments with fixed rates. Interest that motivates customers, such as 0% interest for 6 months and offers free accessories, decorations such as rubber trays, floor guards, awnings, organized activities to give special privileges to former customers of the company Such as giving discounts to customers who have previously owned a Honda car or used a Hatchback who still have an impression, love and loyalty to the brand and company.

3.Public Relations : From the results of the study of marketing communication factors affecting decision-making buying a car Honda Civic Hatchback Consumer groups under 25 years of age, divorced / widowed, civil servants / state enterprises, income 50,001 baht or more, will focus on marketing communications in public relations. more than other consumers therefore, the company must focus on the preparation of public relations. Provides information about the differences between the Honda Civic Hatchback and other Honda models such as the

difference in beautiful shape, modern, spacious rear storage area. and spacious cabin size than other car models' public relations provide sales price information and various promotions by focusing on public relations through online channels on the Internet.

Recommendation/implication to further study or research

1.There should be a comparative study of marketing communication factors that affect the purchase decision of a similar car model of a competitor company such as Toyota, and then bring the results of the study to a comparative analysis. To illustrate consumer behavior and marketing communication factors that affect consumers' purchasing decisions. as a guideline for improvement Develop marketing communication factors to meet the needs of customers more precisely.

2. Next time should study qualitative such as focus group discussions or customer group interviews. to compare the results of this study with the quantitative study. will see more perspectives and thoughts of consumers and better utilized.

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Porapon Chuenputhi

Student, Master of Business Administration

Kasetsart International MBA Program



Assistant Professor Dr. Surang Hensawang

Department of Finance, Faculty of Business Administration

Associate Dean, The Graduate School, Kasetsart University