

## **Factors Affecting Mobile Phone Purchasing Decision of Cambodian**

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— *Review of* —  
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### **ABSTRACT**

This research of factors affecting mobile phone purchasing decision of Cambodian intended to 1) study demographic record of mobile phone Cambodian consumers in Thailand and 2) investigate Cambodian preference in buying mobile phone in Thailand and 3) study the marketing mix affecting decision to purchase mobile phone of Cambodian in Thailand in comparison with the demographic record. Participants in this study were 200 Cambodians. Data were collected through descriptive statistic and testing hypothesis with T-test and One-Way ANOVA.

Research result suggest that the marketing factors affected the purchasing decision on mobile phone, namely on good human relations and manner of staff, mobile price as compared to the value received and shape and size respectively.

Regarding the comparison on marketing factors affecting purchasing selection of mobile phone, the findings suggest that all marketing mixed items were the influenced factors. I namely, differences in gender has not produced any differences, having statistical significance, whereas Cambodians with differences in age, marital status, educational level, occupation and average monthly income developed different opinions on marketing mix affecting decisions to purchase mobile phone, having statistically significance .05.

Keywords: (marketing factor, mobile phone, purchasing decision, Cambodian).

### **INTRODUCTION**

Besides being gadget that could be moved around in numerous places, currently, mobile phone has become essential tool in communication such as sending SMS, connected with Internet, Multimedia communication, namely MMS, Clock, timing device, calendar, appointment book, result complication, including ability to support different applications. To date, most countries even Cambodia has developed basic telecommunication facilities. Cambodia is more advance in technology than the past with intense competitive market. Presently, there are 9 telephone service providers with total telephone registration over 14 million mobile phone or over 90% of population owned mobile phone. Mobile phone market has the tendency to expand in average of 48%, reflecting their purchasing power and the willingness to spend more money on life necessities (Economic Intelligence Center, 2012)[1]. Now that Thailand is facing heavy influx of migrant workers, having about 1,548,810 migrant

workers in the Kingdom of Thailand in March 2016, according to the statistical record of Employment Department, Ministry of Labour and Social Welfare. Out of these number, Cambodians were the second highest group of labors, with 233,064 Cambodians. Cambodian labors in Thailand has spread out living in many areas throughout the nation (Office of the Foreign Worker Administration, 2016)[2]. The research is then recognizing the need to study factors affecting decision to purchase mobile phone among Cambodian due to large number of alien consumers and quite interesting aspect to find out which factors influenced Cambodian's decision to purchase mobile phone that would benefit tremendously on business sector and the market to implement data as the guidelines to further developed strategy appropriately with the consumer groups, which are likely to increase demand and numbers in the near future (Somsook, 2011)[3].

### **RESEARCH OBJECTIVES**

The research on factors affecting decision to purchase mobile phone of Cambodians in Thailand aims for the following reasons:

1. To study demographic record of mobile phone Cambodian consumers in Thailand.
2. To investigate Cambodian preference in buying mobile phone in Thailand.
3. To study the marketing mix affecting decision to purchase mobile phone of Cambodian in Thailand in comparison with demographic record.

### **RESEARCH METHODOLOGY**

The research on factors affecting decision to purchase mobile phone of Cambodian in Thailand aims to study demographic record of in order to find differences and consumption behavior as well as studying the influenced marketing mix to response to the research aforementioned objective, the researcher had created questionnaires, a tool to gather data that had been translated into Cambodian language to ease the function from 200 samples. The research deployed Multi-stage random sampling by starting with Cluster sampling as to separate population into different areas without looking at the name list. The researcher selected Cambodians in Sakao Province to be the interview participants, collecting data regarding their consumptions on mobile phone and conducting convenience sampling to ensure the completion of 200 collected questionnaires.

The questionnaire is designed with a set of close-ended questions in 3 parts comprised of demographic questions, namely gender, age, marital status, educational level, occupations and monthly average income. Next is the purchasing preference on Mobile phone which divided into current consumed product brand, price, purchase location, payment methods, length of using product, service networks, payment system, monthly telephone cost and reasons for buying products. Last part contains questions on marketing mix that affected purchasing preference, namely, product factors on price, distribution channel and marketing promotion.

This research deployed the Descriptive Statistics to explain the samples demographic data on mobile phone and samples' selection of mobile phone of Cambodians in Thailand, displaying the results through frequency, Percent and Standard Deviation, including the application of statistical T-test and one-way ANOVA to compare the differences, having statistically significance 0.05.

## RESEARCH RESULT

The findings suggest that out of 200 Cambodian mobile phone consumers and research participants, the vast majority are males (54%), having the age span 26-30 years, the most (23%) whereas 107 participants (53.5%) are single, total 101 participants (50.5%) completed Lower Secondary Level, and 76 participants (38%) opened own business, followed by labors, having 87 participants (43.5%) earned average monthly income 5,000 to 10,000 baht.

The findings from studying purchasing preference of participants reveal that 47.5% purchased Sumsung, whereas 30% choose I-Mobile 10.5%. On price of mobile phone, total 164 out of 200 participants spent less than 5,000 Baht, 41.5% paid lower than 1,000 Baht to 5,000 Baht. Majority or 30% purchase directly from that store followed by purchase from the network distributor and other mobile phone stores 29% evenly. Mobile phone Cambodian consumers in Thailand paid for mobile phone by cash, nearly all of them 90%, and 58% gave the same response that they would not change new phones until the old phone damaged or no longer serve the purpose. The most popular network is DTAC, whereas 90.5% used prepaid system, with a group nearly 77% had monthly expenses under 500 baht.

As for marketing mix, the study found that the consumers choose to purchase mobile phone with advance technological application with product warranty. These factors had most influential impact on products selection at 2.94 and 2.83, respectively. Regarding, mobile phone price, most Cambodian participants agreed that price of mobile phone as compared to the benefit received helping them to decide at 3.28% as for the distribution channel, Cambodian participant concerned more on the distribution channel or purchase at store that had ample parking space. For marketing promotion, discount or giving premium influenced the most on purchase at 2.94. For the sale staff, the findings suggest as much as 3.47% of participants preferred to deal with sale staff who developed good public relations and treat customers with respect and nice manner, which greatly impacting the customers' decisions.

The application of T-test and One-Way ANOVA to study Marketing mixed of Cambodian in Thailand as compared to demographic record, having statistically significance .05.

The following are detail explanations:

- 1) Differences in gender of Cambodians in Thailand had not produced any difference in decision-making, having statistically significance 0.05.
- 2) Differences in age of Cambodians in Thailand had produced differences in

- decision-making, with the focus on product brand and modern design. Regarding price as compared to the benefits, distribution location with enough parking space, including human relations with good manner, having statistical significance 0.05.
- 3) Considering marital status, the findings suggest that Cambodians with different marital status had different opinion on marketing mix affecting the decision to purchase mobile phone differently, having statistical significance 0.05 on items related to the modern design and size, ample parking space and human relations and good manner.
  - 4) Regarding the educational level, the findings suggest that Cambodians with different educational level had different opinion on marketing mix affecting the decision to purchase mobile phone, having statistical significant different 0.05 on items related to the advertisement, public relations, ample parking space and competent sales staffs.
  - 5) On occupations, the findings suggest that Cambodians with different occupation had different opinion on marketing mix affecting the decision to purchase mobile phone, having statistical significant different 0.05. For factors related to the product, they were product well-known name, size and design, modern and sophisticated technology, having statistical significant different 0.05, including price, public relations, ample parking space and competent sales staffs, good human relations and well-manner.
  - 6) Regarding average monthly income, the findings suggest that Cambodians with different average monthly income had different opinion on marketing mix affecting the decision to purchase mobile phone, having statistical significant different 0.05. For factors related to the product, they were numbers of distribution stores, ample parking space and competent sales staffs, with good human relations and well-manner.

## RESEARCH CONCLUSION AND DISCUSSION

The research of factors affecting mobile phone purchasing decision of Cambodians consumers suggest more numbers of Cambodian mobile phone consumers found, working age from 26-30 . The vast majority were single and completed Lower Secondary level, making livelihood as independent vendors and contractors, with average monthly earnings nearly 10,000 baht, resulting in this group decision to purchase mobile phone less than 5,000 Baht to match their income. Mobile phone cheaper than 5,000 Baht were Sumsung, Nokia and I-Mobile. This finding is in line with the study on behavior and habit by Raveevan Tarahirunchot (2014)[4] who stated that the Cambodian consumers received cultural influences from Thailand through uite products, plays and Thai movies and fully aware that products from Thailand are high-ended products with good quality, making I-mobile of Thailand third popular mobile phone preferred by Cambodians, with the use of DTAC network. However, this finding is different from the work of Jongruk Parivatananon (2010)[5] who mentioned that technology and media presentation affecting Bangkok consumers' decisions to purchase Mobile Phone. Majorities of them engaged the services of AIS, and spent on the mobile services 500 Baht or under, whereas the Bangkok resident paid monthly services from 501-1,000 Baht.

Nonetheless, the findings were quite interesting, involved sales staffs the most in comparison with the other marketing mix. This finding is coincided with the work of Sitti Sittikun (2007)[6] on the marketing promotion affecting the decision on purchasing mobile phone of consumers at Muang District, Chiangrai province who found that the consumers point out how the sales staffs influenced the consumers purchasing decisions, especially with the nice personality sales staffs as well as expedite the purchasing decision.

After considering the marketing mix affecting purchasing decisions on mobile phone among Cambodians living in Thailand, including the demographic record review and studied record on the decisions to purchase the mobile phone, with the statistical significance. Meantime, consumer whose age, marital status, education, profession and average monthly income indicated the differences also had different opinions on purchasing decision. The finding on marketing mix affecting purchasing decisions is coincided with the study of Kotler & Armstrong (2012)[7] who had defined the marketing mix as factors required well-rounded plan to synchronize all essential together to capture the targeted consumer group.

### **RECOMMENDATION**

Further research should be conducted because marketing factors are extremely influenced the purchasing selection, including the implement of statistical methods to make comparison on correlations between sales staffs and product selection, including the application of research to compare correlations between marketing factors, namely, sales staffs and purchasing selection of Cambodian consumers. In the next research, other migrant groups who entered the country to seek employment and settle in Thailand should be under the study, and perhaps the research on different products to set the guidelines and more research questions.

This research recommends the marketing specialist focused on the increasing number of migrant labors, ranking the second in Thailand, considering the prospect marketing group, quite profitable if one know how to apply appropriate marketing factors, in this case, it is the sales staffs that assisted consumers to purchase the product based on sales staffs human relations, good manner and knowledge sales capability by assigning specific sales staffs to provide services and communication to motivate Cambodia to buy the product, coupled with product presentation worth buying under the budget to be in line with income of targeted group, Cambodians.

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