

# Marketing Strategies that Influence the Purchasing Decision Process of Consumer : Case Study Amway (Thailand) Ltd.

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**Abstract:-** The researcher aims to study marketing strategies that influence consumers' purchasing decision-making process: a case study of the direct sales business of Amway Thailand Co., Ltd. When buyer behavior shifts Brands have to make new ways to make people interested, show value, and attract them to their goals. They need to create good ways to talk to people too. The key to success is to include different types of people who act according to the new buying standards. The data was collected A bunch of people. 1,000 Consumers are people who buy and use goods or services who bought products and administrations from Amway Thailand Co., Ltd. And they used a set of questions to help them. Statistics is a way of studying and understanding information. We use percentage, mean, and standard deviation to measure characteristics of people who answer questions. is a measurement of how spread out data is from the average. The results of the analysis using SD and multiple regression are not used anymore. This study demonstrated that we can test how two things are related to each other. marketing strategies and consumer purchasing decisions. Direct selling business of Amway Thailand Co., Ltd. 4 important aspects (Y1), consumers who buy merchandise and administrations in terms of advertising factors (X1) have a The The result shows that there is no significant evidence to support the conclusion. This number, 001, is lower than the limit of 0. This means that how well the sales staff serves is important for predicting something. the outcome (Y) of a situation. This can be represented in an equation:  $Y=181.516 + 1344(X_1) + 2.312(X_4)$ .

**Keywords:-** Marketing Strategies, Influence, Purchasing Decision Process, Consumer, Amway (Thailand) Ltd.

## I. INTRODUCTION

Brand People who study business and people who try to sell things have both been very interested in how to manage things well. popularity and attention in recent times. contributions for marketing professionals and academics [1]. These Research has led to a lot of exploring in brand management so that we can have a better understanding of its strategies and improve them. an organization's Being able to keep up a strong position and stay ahead in the market. Many experts say that brand equity is an important thing for a company to have. It's like a valuable thing that can help the company succeed for a long time. It's really important for companies to plan and create things in the best way possible.. But In the past, studies have shown that brand value can sometimes have a harmful effect. This study aims to look into different things that can cause this. an A brand's value can be affected positively or negatively. Along means to move or be moving in a particular direction, usually following something or someone. It can also mean to be beside something or alongside it. This study is about how the marketing mix helps to make a brand more valuable [2]. Yoo and his team conducted a study to collect information. A study in 2000 found Marketing mix and brand equity are related. This research looks at how different things can make a brand lose value. The year was 2000 [3]. Additionally, it is important to have a strong The study of Brady et al talks a lot about brand equity. This is a text from 2008 that talks about how organizations can gain momentum after a bad start. It explains important areas they need to focus on. This means that Brady and other authors believe that brand equity is important. A study done in 2008 shows that it's important for companies to learn from their mistakes and use that knowledge to get better. Additionally, people who really like a certain brand typically keep using it [4]. Even though they didn't do well, people still think the brand is valuable and won't switch to brands that aren't as valuable. Haque, Yamoah & Sroka (2020) talked about how consumers have fewer options to choose from. So,

it might be good to know if it will or won't impact the reputation of the brand.

### Marketing mix- 4P's



**Fig.1.** Marketing Mix-4Ps (theintactone.com)

RFM analysis helps marketers reach customers who have similar behaviors and interests through personalized messages. This leads to higher response rates from these customers. It means that customers who are more loyal to a brand will spend more money on that brand over a longer period of time. An RFM model helps you identify which customers should receive special treatment. just like other ways of dividing up customers. RFM means Recency means how recent something was, frequency means how often something happens, and monetary means related to money [5]. We will tell you all about each of these things. soon. Marketers are people who sell things. lots of information about people who have already bought things from them, like what they bought, what they look at online, how they've responded to ads before, and some basic facts about them. This information can help marketers create special offers that fit the interests of different groups of people. There are many ways to separate customers, but RFM analysis is popular because it uses simple numbers to give a clear picture of them. It's easy for marketers to use without fancy software or experts in data. This This method is simple to comprehend. tells you clear information.

#### ➤ What do Recency, Frequency, and Monetary mean.

The RFM method for identifying customer groups. helps marketers get to know their customers better by studying three measurable factors. This is about how long it's been since a customer last did something with a company. Usually it's about buying something, but it can also be about visiting their website or using their app. Usually, if a customer has recently talked to or done business with a company, they're more likely to respond when the company reaches out to them. How many times Did someone buy something or talk to the company within a specific time frame. Customers who do this often are more interested and loyal than those who do it rarely. Customers who only buy something once are different from other customers. Monetary means the amount of money a customer has given to the brand within a certain time. People who spend a lot of money should often be treated differently from people who spend only a little. This means we can find out how much money is spent on average by dividing the total amount spent by the number of times purchases are made. It's an important thing to look at when sorting customers into groups. Here's a guide

for doing RFM segmentation and analysis on your own. Using software can automatically help with categorizing customers based on their buying habits. This method is called RFM segmentation and it provides more precise results.

**Step 1** To start making an RFM model, you need to give each customer scores based on how recently they bought something, how often they buy things, and how much money they spend on average. To do this, you need to gather information about when customers last bought something from your company. This information can be found in your CRM or transactional databases are tools used to manage information about customers and transactions. You can arrange it neatly in a table on the computer or database. Recency measures how long it has been since a Something a customer has recently bought. Many companies Use days, however some use months, weeks, or indeed hours. Recurrence means how often something happens or how many times it occurs in a given time period. means how many times a customer has made a purchase within a certain time period. Monetary means how much money The total amount of money the customer has spent in a specific timeframe.

**Step 2** The next thing to do is to split the list of customers into groups for R, F, and M are variables that can be analyzed using Excel or another similar program. program. If you don't have special software, it's a good idea to split your customers into four groups for each category. Each customer should be put in one group for each category.

**Step 3** Step three is choosing certain groups of customers who will receive certain types of messages. This is based on which groups they belong to according to RFM segmentation. Giving names to important parts is useful. Here are a few examples to explain the different types of customers: are the most loyal and consistently choose a business over others have recently made purchases, frequently buy items, and spend more than other customers. They You can locate it In level 1 categories like R, F, and M. We'll call this segment 1-1-1 from now on. This group includes customers who spend a lot and are in either group 1-4-1 or 1-4-2. These are people who bought something Recently, a lot of money was spent., but it was only one time. This group of customers are the ones who have bought from us recently and do so often, but they spend the least amount of money. They come from segments 1-1-3 and 1-1-4. The Churned Best Customers group includes people who used to buy from us a lot (in groups 4-1-1, 4-1-2, 4-2-1, and 4-2-2), but haven't bought anything in a long time. They used to spend a lot with us. Marketers should gather customers who are most important for their business and keeping them coming back.

**Step 4** The fourth step is about making messages that are just right for different groups of customers. This is more than just using RFM to group them. These customers spend a lot of money, so it's important to make sure they're happy. By looking more closely at what they like and are interested in, we can create even more personalized messages. It's a good idea to take care of customers who spend a lot by keeping them happy. Take your time to make sure they feel taken care of Can you please provide the text to be simplified. Since the It is important for new customers to spend a lot of money As a new customer, when they buy something for the first time.

It is necessary or essential. to make The group of customers who are the best. feel critical and appreciated. This can be done by giving them great rewards to keep them interacting with the brand. These are customers who keep coming back to buy from our store, but they don't spend a lot of money. Marketers need to make campaigns that make a group feel important and give them a reason to spend more money. If someone is a regular customer and tells their friends about the brand on social media, it's a good idea to give them special discounts or deals as a thank you. Churned Best Customers are customers who used to be very important, but haven't bought anything in a while. Sometimes it is hard in to get back customers who have left, but these customers are very important, so it's worth trying to get them back. It's important to talk to people in a way that they prefer, especially if you have done business with them before

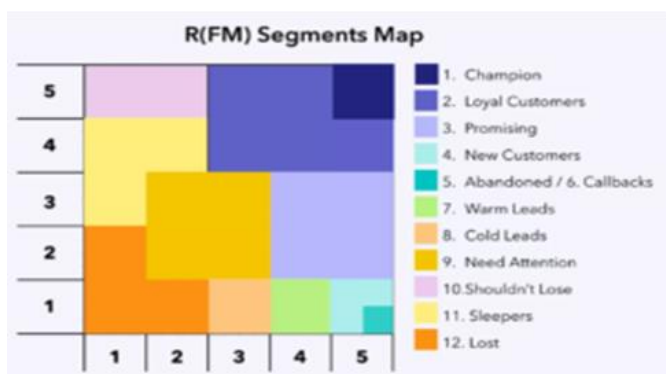


Fig.2. RFM Segmentation

(<https://thedigitaltips.com/blog/news/marketing-strategy/>)

### ➤ Research Objectives

The researcher aims to study marketing strategies that influence consumers' purchasing decision-making process: a case study of the direct sales business of Amway Thailand Co., Ltd. When buyer behavior shifts Brands need to come up with new ways to get people interested, show the benefits, attract them, and share their goals. Having diverse identities that match the expectations of the modern consumer is very important for success.

## II. RESEARCH METHODOLOGY

This research was done with the help of. a quantitative plan. The inquire about was conducted within This is a way of doing research that uses both numbers and words to gather information. Data was collected from a gather of 1,000 shoppers who bought products This refers to things that people do or offer to help others from Amway Thailand Co., Ltd. They asked some questions using a form. Statistics is the study of data and numbers to understand patterns and trends. This is what people did before to understand information. Adding a percentage symbol to a number. This is about finding out things about people like their personality, using numbers like "mean" and "standard deviation" to help understand the information. refers to a statistical term that measures the variation or spread of a set of data from its average or mean value. (SD) is an abbreviation for "standard deviation" and multiple Regression analysis is a way to use statistics to understand how two things are connected. several variables. Follows.

## III. RESULTS

Testing the relationship between marketing strategies and consumer purchasing decisions. Direct selling business of Amway Thailand Co., Ltd. 4 important aspects ( $Y_i$ ) Consumers who buy products and services in terms of advertising factors ( $X_1$ ) have a The The level of confidence in the results is very high. The number 001 is smaller than the limit of 0. This sentence is incomplete. Please provide the entire text for me to rewrite it in simpler words. sales staff's service level ( $X_n$ ) is important in predicting the outcome ( $Y$ ) of a situation. This can be represented in an equation:  $Y=181.516 + 1344(X_1) + 2.312(X_4)$

## IV. CONCLUSION

1. Consumers who buy products and services in terms of advertising factors.
2. Have a level of confidence in the results is very high. The number 001 is smaller than the limit of 0. This sentence is incomplete. Please provide the entire text for me to rewrite it in simpler words. sales staff's service level.
3. This can be represented in an equation:  $Y=181.516 + 1344(X_1) + 2.312(X_4)$

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- To make good decisions about brands and products, it's important to know what they are and how they're different. This helps you decide where they belong in the market. Doing this involves working together as a team, which can help you achieve your marketing goals more effectively.
- Reaching customers through all types of channels, whether they are online or not. When looking at everything, they discovered that being involved in social activities had a big impact on people's opinions about being involved in social activities. Make brands and products more valuable to create trust. This means being the most important and remembered company for the people you want to sell to.
- 3.The results discovered This study was about the following relationship between marketing strategies.

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