

# Factors Affecting Customers' Buying Decision for Telephone Headset

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**Abstract**— The research on factors affecting customers' buying decision for telephone headset aimed to study buying behavior of organization for telephone headset and to study effects of marketing mix on the buying decision. 140 samples were selected from customers of R.T.B Technology Co., Ltd. and questionnaire was used as a tool to collect data. Statistics applied for data analysis were percentage, mean, t-test, One-way ANOVA, LSD, and Regression analysis. The study revealed that from all 140 respondents, most had 4-6 year work experience with their organization, graduated Bachelor's degree, work in private companies with 102-500 employees, and work in information technology (IT) department. For buying behavior or organization for headset: most of them use Panasonic brand of hand phone; purchasing is decided by price comparison; purchasing department take the major role in the buying decision; factor that has influences on buying decision is the cheapest price. Marketing mix factors has high level of influences on buying decision for the headset with the following details. The highest influencing factor is the people. Salesperson should have good knowledge about the product, have pleasant appearance and be able to give information and comparison with competitors' products. Factor with high level of influence is the product. Customers need to test the product before making the decision; the design needs to be modern and suitable with the use; the product should be durable and easy to use; and it should come with appropriate warrantee. For distribution channel, respondents paid attention to punctual and free delivery and they prefer to have choices for delivery. For price, the focus is on reasonable prices suitable with the quality of the product; lower than the market price; and different price levels are available for selection. For process, importance is given to flexibility such as delivery conditions, warrantee, payment, credit approval, installment and testing, every check-up and repair should be accompanied by clear documentation. Hypothesis test result indicated that marketing mix factors including price, promotion, people, and physical presentation have relationship with the buying decision for telephone headset at a statistical significance level of 0.05. The study results recommended that the administration should focus on having various price levels lower than the market, quality assurance, inviting customers to visit training center and the site abroad, arrange annual party for customers, and having sales agent to meet the customers regularly.

**Keywords**— Telephone headset.

## I. BACKGROUND AND SIGNIFICANCE OF THE PROBLEM

Nowadays, call center system is widely used to serve customers. Call center service is continuously growing as a result of business expansion, traffic problem, and travelling difficulties. Information service and receipt of complaints require telephone headset for convenience in operation. Telephone headset is therefore growing rapidly and there is variety of the headsets in the market. Data about market share from managing director and sales manager of call center headset division of R.T.B. Technology Co., Ltd. showed that the biggest market share of 70% belongs to the brand "Plantronics" while the second largest share of 25% is held by "Jabra", and the other brands comprise the rest 5% of the market share. Currently headset businesses are facing high competition and there is more number of new comers entering the market to compete for market share.

Since researcher is working in sales department of R.T.B. Technology Co., Ltd. it will be useful to study marketing mix factors that have influences on customers' buying decision for the headset. The data obtained from the study could be utilized as a path for setting marketing plan for the telephone headset in order to match customers' needs.

*Research objectives*

1. To study organizational buying behavior for telephone headset.
2. To study marketing mix factors' influences on customers' buying decision for telephone headset.

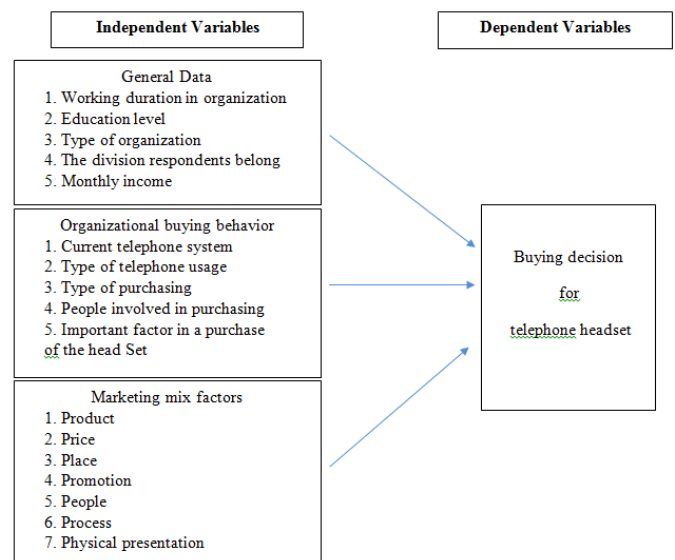


Fig. 1. Conceptual framework.

### Hypothesis

1. Demographic factors including working duration with the company, education level, and the department that the purchasing decision maker belongs to have effect on the buying decision for telephone headset.
2. Marketing mix factors are related to buying decision for telephone headset.

### Related Theories and Researches

1. Organizational Marketing Concept (Thongchai Santiwong. 1996) involves buyers, products, chances of purchase, organization that participates in the purchase, and reason & necessity to purchase.
2. Marketing Mix Concept (Niwet Dharma et al. 2009). Marketing mix concept talks about product, price, place, promotion, people, process, and physical presentation.

### Related Researches

Thanadkit Limajin (2014) studied marketing elements that affect buying decision for printer. He found that the samples mostly chose HP color laser printers which cost between 2,000-5,000 Baht for their personal use; the buyer made the decision on their own; frequency of purchase is once in 1-2 years; favorite places to make a purchase is IT center such as Pantip Plaza and Fortune Plaza.

Pawitpol Phaibul (2011) studied marketing factors that have impact on buying decision for private branch exchange of business organization. It was found that for product and service, organization customers paid attention to product reputation where the product must be tested and used in real situation before purchasing; the product must contain superior features than those of competitors; salesperson must have good knowledge and experience in telephone and network installation. For the price it was found that the price should falls in the market average range. For distribution channel, there should be website where customer can choose and order the product online. Promotion that organizational buyers are interested is free accessories.

Pojamarn Aphikasemsant (2013) studied marketing mix involved in customers buying decision for laptop computer in Bangkok area. The result of marketing mix analysis indicated that the samples focused most on product. When considered separately, it was found that: for product, quality of the laptop has the highest influence on the buying decision; for distribution channel, availability of testing product has the highest influence on the purchase; for promotion, warrantee by creditable companies has most impact on the purchase. Marketing mix factors including product, price, place, and promotion have relationship with buying decision for laptop computer.

Benjawan Phatsamarn (2005) studied marketing mix that influences the purchase of pocket PC by customers in Mueang Chiangmai District, Chiang Mai Province. The study found that factors which affect buying decision for pocket PC are product, distribution channel, promotion, and price respectively. For product, high level of significance is on internet feature and aftersales service. For price, high level of mean is on the price of pocket PC and cost of after sale

service. For distribution channel, the mean is in high level for reputation and credibility of the shop as well as setting direct agent. For promotion, the highest level of mean is on chances to try the product and high level of mean is on friendliness and knowledge of salesperson, discount, free gifts and free accessories.

## II. METHODOLOGY

The study on factors affecting customers' buying decision for telephone headset aimed to study buying behavior of organization for telephone headset and to study effects of marketing mix on the buying decision has chosen 140 samples from customers of R.T.B. Technology Co., Ltd.

Tool for data collection is questionnaire which can be divided into 3 parts as follows.

- Part1 General information such as working duration with an organization, education level, type of organization, number of employees in an organization, and the division that the questionnaire respondents belong. The questions in this part are nominal scale questions.
- Part2 Question on buying behavior of an organization for telephone headset such as current telephone system, type of telephone usage, type of organizational purchase, people participating in the purchase, and important factors that affect buying decision of an organization for telephone headset. Questions in this part are nominal scale questions.
- Part3 Question about opinion on marketing mix such as product, price, place, promotion, people, process, and physical presentation. Questions in this part are 5-level rating scale questions.

Statistics used to analyze data included Percentage, Mean, t-test, One-Way ANOVA, LSD, and Regression Analysis.

Data collection was conducted by distributing questionnaires to 140 customers of R.T.B. Technology Co., Ltd.

### Findings

The research revealed that the highest influencing factor on the organization's purchase of telephone headset is the people. Salesperson should have good knowledge about the product, have pleasant appearance and be able to give information and comparison with competitors' products. Factor with high level of influence is the product. Customers need to test the product before making the decision; the design needs to be modern and suitable with the use; the product should be durable and easy to use; and it should come with appropriate warrantee. For distribution channel, respondents paid attention to punctual and free delivery and they prefer to have choices for delivery. For price, the focus is on reasonable prices suitable with the quality of the product; lower than the market price; and different price levels are available for selection. For process, importance is given to flexibility such as delivery conditions, warrantee, payment, credit approval, installment and testing, every check-up and repair should be accompanied by clear documentation. Hypothesis test result indicated that marketing mix factors including price, promotion, people, and physical presentation have relationship with the buying decision for telephone headset.

<p><b>Hypothesis 1</b> working duration with the company, education level , and the department that the purchasing decision maker belongs to have effect on the buying decision for telephone headset.</p> <p>Hypothesis test result indicates that working duration with the company, education level , and the department that the purchasing decision maker belongs to do not have effect on the buying decision for telephone headset.</p>				
<p><b>Hypothesis 2</b> Marketing mix factors are related to buying decision for telephone headset.</p>				
Marketing mix factor	Details of each factor	Sig	Accept $H_0$	Accept $H_1$
Price	1. The telephone headset has reasonable price and suitable with the quality.	0.01		✓
	2. The telephone headset is cheaper than the market when comparing to the one your organization's currently using.	0.00		✓
Promotion	3. The telephone headset seller should organize sports to tighten relationship such as bowling and others.	0.00		✓
People	4. Salesperson should give customers comparative information with competitor.	0.01		✓
Physical Presentation	5. R.T.B. Technology has provided clear product labels.	0.03		✓

### III. HYPOTHESIS TEST RESULT

For price, overall mean is in high level for the headset that has reasonable price suitable with the quality, the headset that organization chooses is cheaper than the market price, and there are different price levels available for selection. This is in accordance with the research of Thanadkit Limajin (2014) that found respondents to focus on price and asserted that the price should be suitable with the product quality. This also matches with the research of Pojamarn Aphikasemsant (2013) which found overall mean for suitable price of laptop computer to have the highest influence on the buying decision.

For distribution channel, overall mean is in high level for punctual delivery, free delivery, seller should be authorized by manufacturer to sell and provide after sale service, distribution channel should be various such as sales agent for internet shops, headset seller should make available product selection on the website and online order respectively.

For promotion, overall mean is in medium level. Headset seller should give free accessories for trial, extend credit to 30-60 days, advertise on magazine or events, provide training ad seminar for customers regularly, organize sport competition to tighten relationship with customers such as bowling and other sports, set up annual thank you party for customers, invite customers for a tour at training center, and take customers to visit the site abroad respectively. This finding is in the same direction with the research of Pawitpol Phaibul (2011) which found that the type of promotion that gives out free accessories to use has a high level of influence and it also resembles the research of Benjawan Phatsamarn (2005) which found promotion to have the highest influence on buying decision for pocket PC.

For people, overall mean is at the highest level by emphasizing on salesperson ability to give information and

compare with competitors, salesperson's personality & credibility, salesperson knowledge in the product and regular meeting with customers. This finding is in accordance with the study of Thanakit Limajin (2014) that suggested organization to recruit knowledgeable personnel who is willing to do the job and serve the customers.

For process, overall mean is in high level for flexibility and adjustability of sales process such as delivery date, warrantee, payment, and credit approval. Further, there should be installation procedures, testing and trial in real situation, and every checkup or repair should be accompanied by clear documentation which can be rechecked in the future.

For physical presentation, overall mean is in medium level by focusing on showroom of R.T.B. Technology Co., Ltd. to have showcases, product testing facilities, comfortable reception area with drinks provided for customers, and clear labels of products in a good order. This research is related to that of Thanakit Limajin (2014) who found that product label should be presented with a big enough size and easily noticeable.

### IV. CONCLUSION AND RECOMMENDATIONS

1. For product, seller should focus on continuous development of modern design telephone headset with satisfactory aftersales service to impress the customers.
2. For price, seller should consider having telephone headset with different price levels and competitive in the market while maintain standard quality to make it easy for customers to decide.
3. For distribution channel, seller should make it available on website for viewing, selection, and ordering the product online. Further it can expand distribution channel through agents or shops to make the product more reachable by customers.
4. For promotion, seller should invite customers to visit training center, visit the site abroad, and join annual company party in order to enhance confidence and tighten relationship with customers.
5. For people, seller should encourage sales agent to meet customers at least once a week to maintain customer base, increase sales, and prevent new competitors from taking the customers.
6. For process, seller should have a system for timely checks and repairs. For example, it could promote the policy for maximum repairing period of 7 days and claiming new products within 2 days so that customers have no trouble with the need to use the product.
7. For physical presentation, seller should install sign board of the product in front of the company's entrance in a big and clear design so that customers show come to visit the company can see clearly.

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