

ABSTRACT

Title of Independent Study	The factors of marketing mix affecting consumer decision making process on registering YouTube Premium in Bangkok
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The purpose of this independent study is (1) to study the demographic factors that affect the decision-making process on registering YouTube Premium in Bangkok. (2) to study the relationship between the marketing mix (7Ps) that affects the consumer decision making-process on registering YouTube Premium in Bangkok. The participants were 200 people who had used YouTube Premium in Bangkok. The questionnaire was used to be a tool for collecting the data. The data collected were analyzed by using the frequency, percentage, mean and standard deviation. The hypotheses were tested by One-way ANOVA (F-test), Least-Significant Different (LSD), and Pearson's Product Moment Correlations.

The research found that the majority were females, aged between 20/30, single, graduated in bachelor's degree, private company employees, and had an average monthly income between 20,001-30,000 baht. Most of the respondents were concerned about the marketing mix factors and purchase decision-making process on registering YouTube Premium in Bangkok at the highest level. The results of hypothesis tests are as the followings. (1) Demographic characteristics; different gender affecting the decision-making process on

Demographic characteristics; different gender affecting the decision-making process on registering YouTube Premium in Bangkok differently in the alternative evaluation process, different status affecting the decision-making process on registering YouTube Premium in Bangkok differently in the purchase decision process. (2) The marketing mix factors of Price, promotion, and process were positive correlation with the decision-making process in problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In addition, the marketing mix factors of product, place, and people were positive correlation with the decision-making process in information search, evaluation of alternative, purchase decision, and post-purchase behavior. And physical evidence factors were a positive correlation with the decision-making process in information search, evaluation of alternative and post-purchase behavior.