

E-COMMERCE MARKETING MIX FACTORS THAT AFFECTS REPEAT PURCHASES AFTER USING THE E-COMMERCE DURIAN SHOP SERVICE

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ABSTRACT

This research study aims to examine the marketing mix factors influencing repeat purchases after using durian E-Commerce stores and to explore the relationship between these marketing mix factors and repeat purchases. A quantitative research method was employed using a questionnaire as a data collection tool. The sample consisted of 400 respondents, and the data were analyzed using statistical software. Various statistical measures were applied, including percentage, mean, standard deviation, and Pearson's correlation coefficient, with a significance level set at 0.01. Research Findings, The study found that among the 400 customers of durian E-Commerce stores, the majority were female (48.80%), aged between 26-30 years (34.80%), married (52.30%), held a bachelor's degree (38.30%), and had an average monthly income of 15,001-20,000 THB (29.80%).

The research indicated that the overall influence of the 4P marketing mix factors on repeat purchases was at a high level. Among these factors, the strongest correlation with repeat purchases was found in **product** ($r=0.464$), followed by **price** ($r=0.405$), **marketing promotion** ($r=0.136$), and **place/distribution channels** ($r=0.105$), all showing a positive correlation. It was found that the marketing mix factors influencing consumers' repeat purchases after using durian E-Commerce stores were analyzed using correlation coefficients. The results indicated that the marketing mix factors with the strongest correlation were product, followed by price, promotion, and distribution channels (Place), respectively.

Keywords: Marketing Mix, Repeat Purchase, Using the durian E-Commerce store service

INTRODUCTION

Thailand is a fertile hub for durian cultivation, particularly in the eastern region, with key provinces including Rayong, Chanthaburi, and Trat. In 2023, durian production data indicated a total planted area of 632,654 rai, marking an 11.87% increase from the previous year. The harvested area was 390,177 rai, reflecting a 6.00% rise from the previous year. However, the total production reached 782,942 tons, showing a 2.83% decline from the previous year. The yield per harvested area was 2,007 kilograms per rai, representing an 8.31% decrease from the previous year. These figures highlight trends and changes in

Thailand's durian industry over the past year. (*Office of Agricultural Economics, Region 6, Chonburi, 2023*).

Durian is an economically significant fruit, often referred to as the "King of Fruits," and is highly popular among Thai consumers as well as people across Southeast Asia and Europe. Its distinctive aroma and rich, sweet flavor make it a highly sought-after fruit in international markets.

In 2022, the export volume of fresh durians and durian-based products was projected to increase from the previous year, reaching 995,009 tons (equivalent to 1,000,694 tons of fresh weight). The exports were categorized as follows: 946,585 tons of fresh durians, 47,570 tons of frozen durians, 353 tons of dried durians, and 502 tons of durian paste.

This growth was driven by sustained international demand, particularly from China, along with advancements in China's logistics and transportation systems, which support the increasing trend of online shopping. These improvements have made durians more accessible and convenient for consumers across different provinces in China.

Additionally, Thailand's export promotion policies have leveraged Free Trade Agreements (FTAs), particularly the Regional Comprehensive Economic Partnership (RCEP), to expand Thai fruit exports to global markets. (*Agricultural Economics Research Division, Office of Agricultural Economics, 2022*).

Currently, traditional durian trading, where middlemen purchase directly from farms, remains a common practice. However, online sales through E-Commerce have become an increasingly attractive alternative. This shift allows farmers to avoid price suppression by middlemen and reduces their reliance on direct farm buyers.

With the growing integration of the internet into daily life, more Thai consumers spend significant time online. This presents a valuable opportunity for sellers to showcase their products through digital platforms. The expansion of E-Commerce now spans across all business sectors, including the durian trade—an economically significant agricultural product. As consumer behavior shifts towards online purchasing, businesses must develop and refine their marketing strategies to attract customers. In particular, fostering customer satisfaction and encouraging repeat purchases are essential factors for generating long-term revenue and building brand loyalty.

The researcher is interested in studying the Marketing Mix (4P)—Product, Price, Promotion, and Place, and their influence on repeat purchase decisions, post-purchase behavior, and customer satisfaction when buying durians through E-Commerce.

The findings of this study will be beneficial for developing effective marketing strategies, enhancing the overall E-Commerce experience, and improving long-term customer satisfaction. Additionally, this study aims to encourage repeat purchases and foster customer loyalty. It will also be beneficial for durian entrepreneurs, enabling them to improve and develop their services to better meet customer demands in the online durian market more efficiently and effectively.

OBJECTIVE

17. To Study the marketing mix factors that affect repeat purchases after using durian E-Commerce stores.
18. To Study the relationship between marketing mix factors and repeat purchases after using durian E-Commerce stores.

METHODOLOGY

The research study titled “E-Commerce Marketing mix factors that affects repeat purchases After using the E-Commerce durian shop service” is a survey-based study that utilizes a questionnaire as the primary data collection tool. The study focuses on a sample of 400 respondents who have previously used durian E-Commerce stores. The research process is conducted as follows:

Population and Sample

- Population: The target population for this study consists of consumers who have previously purchased durians from E-Commerce stores.
- Sample: Since the exact population size is unknown, the sample size was determined using a formula for large populations, as suggested by Kanlaya Vanichbuncha (2015). The calculation for determining the sample size is as follows:

Research Instrument

The research instrument used in this study is a questionnaire, developed based on a review of relevant concepts and theories regarding E-Commerce Marketing mix factors that affects repeat purchases After using the E-Commerce durian shop service. The questionnaire is structured into three sections as follows:

Section 1: Demographic Characteristics Includes questions on gender, age, marital status, education level, and income. Uses a checklist format with a total of five questions.

Section 2: Marketing Mix Factors Influencing Repeat Purchases Consists of 20 questions measuring the impact of marketing mix factors on repeat purchases. Uses a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Covers four key aspects: Product, Price, Distribution Channels, and Marketing Promotion.

Section 3: Repeat Purchase Measurement This section consists of 20 questions assessing two key aspects: Behavioral Expressions of Repeat Purchases, Post-Purchase Perception, both aspects are measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Likert Scale Interpretation To interpret the average score, the researcher follows the criteria set by Cholphassorn Sitthiwarongchai (2017):

Strongly Agree (Highest Level)	= 5
Agree (High Level)	= 4
Neutral (Moderate Level)	= 3
Disagree (Low Level)	= 2
Strongly Disagree (Lowest Level)	= 1

For the interpretation of the average score, the researcher established criteria based on the mean score (Cholphassorn Sitthiwarongchai, 2017) as follows:

A score of **4.21 – 5.00** indicates that the marketing mix factors influencing repeat purchases are at the **highest level**.

A score of **3.41 – 4.20** indicates that the marketing mix factors influencing repeat purchases are at a **high level**.

A score of **2.61 – 3.40** indicates that the marketing mix factors influencing repeat purchases are at a **moderate level**.

A score of **1.81 – 2.60** indicates that the marketing mix factors influencing repeat purchases are at a **low level**.

A score of **1.00 – 1.80** indicates that the marketing mix factors influencing repeat purchases are at the **lowest level**.

Section 4: Suggestions

Instrument Quality Assessment

The researcher developed and validated the research instruments following a detailed process, as outlined below:

1. Conducted an in-depth review of relevant literature, including books, academic papers, and theories related to demographics and marketing mix factors influencing repeat purchases after using durian E-Commerce stores. Additionally, related research studies were reviewed to develop a questionnaire based on the defined conceptual framework.
2. Developed a comprehensive questionnaire, ensuring that its content was formulated based on specific definitions derived from the literature review. This was done to align with the research objectives and conceptual framework.
3. Questionnaire Review by the Research Advisor The research advisor reviewed the questionnaire to assess the accuracy of its content, language use, and content validity of each question to ensure alignment with the research objectives. The questionnaire was then revised based on the advisor's recommendations.
4. Evaluation by Experts The questionnaire was presented to three experts specializing in research instrument development and education. They assessed the content validity, accuracy, and clarity of the language used. The experts' feedback was collected and analyzed using the Index of Item Objective Congruence (IOC). Questions with an IOC value of 0.5 or higher were considered valid.
5. Reliability Testing of the Questionnaire After expert review and necessary revisions, the questionnaire was submitted to the research advisor for final approval. A tryout was conducted with 30 respondents who were not part of the target population to assess the questionnaire's reliability. The Cronbach's Alpha Coefficient was calculated, yielding a reliability score of 0.961, indicating that the questionnaire had a high level of reliability.

Data Collection

The data was collected using a questionnaire from **400 respondents** in **October 2023**, following these steps:

1. The questionnaire was distributed via **Google Forms** in fan page groups, including groups of **durian enthusiasts** and **individuals who have previously purchased durians online**.
2. Once the responses were received, the researcher **compiled and verified** the accuracy and completeness of all returned questionnaires.
3. The collected data was then analyzed using **statistical methods**

Data Analysis

The statistical analysis was conducted using a **computerized statistical software program** (Kanlaya Vanichbancha & Thita Vanichbancha, 2015). The analysis process included the following steps:

1. **Descriptive Statistics** Used to analyze demographic characteristics that influence marketing mix factors. Includes percentage, mean ($\bar{X}$), and standard deviation (S.D.).
2. **Inferential Statistics** Used to determine the correlation coefficients between marketing mix factors (product, price, distribution channels, and marketing promotion) and their influence on repeat purchases after using durian E-Commerce stores.

RESULTS

Section 1: Analysis of Demographic Characteristics of Customers Influencing Repeat Purchases After Using Durian E-Commerce Stores

The analysis revealed that the majority of customers were:

- **Female:** 195 respondents (48.80%)
- **Aged 26 – 30 years:** 139 respondents (34.80%)
- **Married:** 209 respondents (52.30%)
- **Bachelor's degree holders:** 192 respondents (48.00%)
- **Average monthly income of 15,001 – 20,000 THB:** 119 respondents (29.80%)

Section 2: Analysis of the 4P Marketing Mix Factors Influencing Repeat Purchases After Using Durian E-Commerce Stores

The analysis examined the **4P marketing mix factors**:

1. **Product**
2. **Price**
3. **Distribution Channels**
4. **Marketing Promotion**

Table 1: Mean and Standard Deviation Analysis of 4P Marketing Mix Factors (N=400)

Marketing Mix Factors	$\bar{x}$	S.D.	Results
Product	3.99	.584	High
Price	4.01	.529	High
Distribution Channels	4.19	.490	High
Marketing Promotion	4.29	.588	High
Repeat Purchase Measurement	3.75	.834	High

From Table 1, which presents the analysis of the 4P marketing mix factors, the evaluation results indicate that the level of opinion for all aspects is at a "high" level. This suggests that repeat purchases by consumers influence various factors, including product, price, distribution channels, and marketing promotion. These findings reflect the organization's ability to effectively respond to consumer needs in all aspects.

Section 3: Analysis of Correlation Coefficients Between Marketing Mix Factors Influencing Repeat Purchases After Using Durian E-Commerce Stores

The correlation analysis was conducted to examine the relationship between repeat purchases and consumer perception, as shown in Table 2.

Table 2: Analysis of Correlation Coefficients Between Marketing Mix Factors Influencing Repeat Purchases of Durian After Using Durian E-Commerce Stores (N=400)

Marketing Mix Factors	Coefficients Avg_PR	Coefficients After Using the Service	Results
1. Avg_PD	.464**	.389	Very High
2. Avg_PLA	.405**	.261	High
3. Avg_PM	.105**	.092	High
4. Avg_PRI	.136**	.151	High

**Statistical significance at the .01 level

Symbols:

- Avg_PD = Marketing mix factor: Product
- Avg_PLA = Marketing mix factor: Price
- Avg_PM = Marketing mix factor: Distribution Channels
- Avg_PRI = Marketing mix factor: Marketing Promotion
- Avg_PR = Marketing mix factor: Repeat Purchase

From Table 2, the research findings indicate that the correlation coefficients between marketing mix factors and repeat purchases of durian from E-Commerce stores show a strong relationship in terms of consumer perception and post-service experience. The highest correlation was found in the Product factor (Avg_PD) at .464 and .389, indicating the most significant influence. The Price factor (Avg_PLA) followed, with correlation values of .405 and .261, showing a high level of influence. The Marketing Promotion factor (Avg_PRI) had correlation values of .136 and .151, representing a moderate influence. The Distribution Channels factor (Avg_PM) had the lowest correlation, at .105 and .092, indicating a low level of influence.

CONCLUSION AND FUTURE WORK

The research findings on demographic characteristics influencing repeat purchases after using durian E-Commerce stores revealed that among the 400 respondents, the majority were female, aged between 26 and 30 years old, married, held a bachelor's degree, and had an average monthly income of 15,000 – 20,000 THB.

The research findings on marketing mix factors influencing repeat purchases after using durian E-Commerce stores indicated that, overall, these factors were at a high level. This aligns with Panida Ninaroon (2023), who analyzed the 7Ps marketing mix strategy, leading to the production of an infographic-style video introducing tourism. This medium was designed to create awareness, be easily accessible, and provide information about the location before making a purchasing decision. It can be further used for advertising and promotion through various social media platforms.

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