

Marketing mixes Factors affecting Credit Card Payment Behavior

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บทคัดย่อ— งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาส่วนประสมทางการตลาดที่มีอิทธิพลต่อพฤติกรรมการใช้บัตรเครดิตจ่ายเงินของนักศึกษา ผลจากงานศึกษาพบว่า บัตรเครดิตเป็นช่องทางที่ใช้ในการชำระเงินที่สะดวก และยิ่งไปกว่านั้นบัตรเครดิตเป็นช่องทางสำคัญที่ใช้ในการชำระเงินทางการซื้อของออนไลน์ โดยผู้ตอบแบบสอบถามเป็นนักศึกษาในระดับปริญญาตรีที่ศึกษาในมหาวิทยาลัยรัฐบาลและเอกชนในเขตกรุงเทพมหานครและปริมณฑล และยังพบว่าส่วนประสมทางการตลาดที่มีอิทธิพลต่อพฤติกรรมการใช้บัตรเครดิตอย่างมีนัยสำคัญ

คำสำคัญ: พาณิชยอิเล็กทรอนิกส์, บัตรเครดิต, พฤติกรรมการใช้บัตรเครดิต

ABSTRACT--- This research aims to know the marketing mix influencing credit card payment behavior of students. It is apparent that credit card are convenient for people to make a payment. Moreover, credit card is necessary for online shopping. The participants of the study are the undergraduate students in public and private universities in Bangkok Metropolitan region. Findings reveals that marketing mixes on credit card use was at a high level of significance.

Key words: e-commerce, credit card, credit card behavior

I.INTRODUCTION

Apparently, credit cards were used worldwide. Credit cards have become part of most consumer culture [1]. Credit cards were easy to use, save time to make the payment, cash advanced are convenient and quick. Contrary, credit cards could be the tragedy. The disadvantage of credit cards was that they allowed people to spend more money[4]. Therefore people might not be aware of the interest of cash advanced[2]. The credit card companies normally demanded a large amount of interest on cash advanced or late payment each month[3]. A

number of credit cards spending have increased quickly as shown in Figure 1

Figure 1 The Number of Credit Card Transaction Yearly

Number of credit card transaction	2555	2556	2557	2558 p
Credit card	369,920	401,118	425,782	456,737
For purchasing product and services	324,715	349,176	371,947	380,766
For other purposes	45,204	51,942	53,835	75,971
Total	2,224,733	2,382,703	2,505,132	2,625,338

Source: Bank of Thailand

Even though there has been an increasing number of credit card transaction however, recently Thai government has launched a government-sponsored e-payment system [2]

It is believed that this e-payment will help country moving forward to e-commerce industry. Figure 2 shows there has been an increasing number of e-payment transaction due to the estimated 11 million online consumer in Thailand [2]. Credit card is essential of the e-commerce as things can be purchased online through credit cards.

Figure 2 Number of E-Payment Transaction Yearly

Number of E-Payment Transaction Yearly	2555	2556	2557 p	2558 p
Total	792,355.81	883,347.32	1,036,149.13	1,197,659.09

Source: Bank of Thailand

The mentioned above problem lead to the interest of the behavior of students holding credit card. Since students will be one of a target group of e-payment system after their graduates, therefore this paper examines the credit card behavior of students in order to determine their risk for e-commerce.

Research Objectives

To study the factors influencing the credit card spending behavior of undergraduate students in both state and private universities in Bangkok Metropolitan region

Research Framework

Independent variable is marketing mix factors The dependent variable is credit card spending behavior.

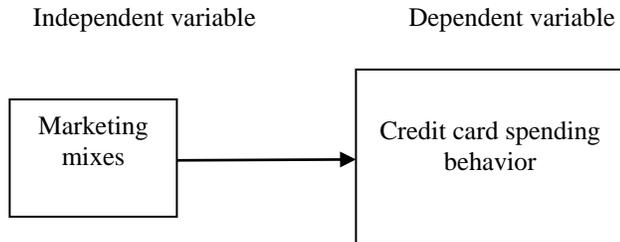


Figure 1: Research framework

II.LITERATURE REVIEW

Consumer Behavior Theory

Consumer behavior is the study of groups, individuals, or organizations associated with the purchase, of goods and services, including the consumer's mental, emotional, and behavioral responses that precede or for the activities.. The results of the analysis could be useful for companies in knowing the consumers' demand and selecting behavior including purchasing experiences and their perception.

Jatuwan [8] examined factors affecting the credit card spending behavior of undergraduate students of private universities in Bangkok Metropolitan Region in 2003. The study involved 400 samples that are divided into 2 groups: 1) spending through credit card with 102 samples and 2) spending through other method with 298 samples. The results showed that credit cards encouraged undergraduate students to spend extravagantly. Most of respondents prefer to pay by cash than credit cards. The study also noted male undergraduate students used their credit cards less than female undergraduate students[8].

Wawmaneevan [9] focused on factors influencing the consumer and saving behavior of credit card holders in private business sectors in Bangkok Metropolitan during 1995 – 1996. The results showed that income and interest payment played key role on utilization of credit cards. In addition, the study found, through its

respondents' responses, a positive concept on spending with the use of credit cards[9].

Marketing Mix Theory (4P)

Marketing mixes are marketing tools of companies to perform marketing plans in responding to customer demand and satisfaction or to stimulate the demand in products or service of target groups (Kotler, 1997). The marketing mix theory is a major concept and plays a key role in modern marketing because this concept summarizes marketing decision to perform operational marketing plans which rely on customers' demand and finally reach the goals of companies. marketing mixes consist of 4 factors which are referred to as 4Ps: product, price, place and promotion.

Research Methodology

Samples were the undergraduate students in public and private universities in Bangkok Metropolitan. Multi-Stage sampling technique was employed for selecting 2 provinces in Bangkok Metropolitan Region. The sample size was 400 samples. Data was collected with the convenience sampling using questionnaires as a data collection tools. The statistical techniques were frequency, percentage, mathematic mean, median, and standard deviation.

III. RESULT

Most of participants were female, age between 22 – 23 years old, and studying at the fourth year level at the Faculty of Engineering. Their family income were from their own business, which were more than 45,000 baths per month. The minimum amount of credit card spending was approximately 2,000 baht per time.

Table 1 Demographic factors

Demographic Information	Percentage
Sex	
Male	29.50
Female	70.50
Age	
<18	1.25
18-19	13.00
20-21	33.75
22-23	48.25
>23	3.75
Family Income (per month)	
<15,000	2.25
15,001-30,000	18.75
30,001-45,000	26.25
45,001-60,000	45.75
>60,000	7.00

Table 2 Marketing Mix Affecting the credit card behavior classified

Marketing Mix	t	Sig.
Product	2.56	.011
Price	3.44	.02
Place	2.78	.00
Promotion	3.11	.04

Note: ** means a 5% significance level

Table 2 shows the hypothesis test, significance level of 0.05. It is revealed that Marketing mix factors influenced credit card payment behavior of students with the significance of 0.05.

IV. DISCUSSION

Findings are consistent with the consumer behavior theory by Kotler (1997) and Katz and Lazarsfeld (1955) stated that marketing mixes: product, price, place and promotion have a great impact on the change of consumers' attitude, taste and behavior. In the case of credit card usage, consumers had made decisions

to own credit cards to exposed to emotional stimulators (Patavanit, 1982).

V.CONCLUSION

The strategy of marketing mix on offering a variety of credit cards created a significant effect on spending behavior of the students.

Students who studied in private universities used cash payment than credit card payment. And Student who studied in private universities had purchasing power more than students who studied in private universities. Apparently, this research found that the credit cards encouraged students to spend extravagantly.

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