

**CONSUMER BEHAVIOR TOWARDS THAI ELECTRONICS  
PRODUCTS: THE CASE OF LIGHT BULBS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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Thematic paper  
entitled  
**CONSUMER BEHAVIOR TOWARDS THAI ELECTRONICS  
PRODUCTS: THE CASE OF LIGHT BULBS**

was submitted to the College of Management, Mahidol University  
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Arthij Asavachinda

## **CONSUMER BEHAVIOR TOWARDS THAI ELECTRONICS PRODUCTS: THE CASE OF LIGHT BULBS**

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### **ABSTRACT**

Thailand's electronics industry is well known as a downstream production hub in the global value chain. However, there are some Thai brands that already directly compete with international brands in the local market. Factors affecting consumer behavior towards a specific Thai electronics product, light bulbs, is studied in this research. The results show that the "branding factor", or the brand of the light bulb, is really important for Thai consumer behavior, also related to the "social factor". Moreover, the "pricing factor" plays a role for the purchase decision. Thai firms should consider branding and pricing factors as their strategy.

**KEY WORDS:** Consumer Behavior / Electronics Products / Branding / Light Bulbs

35 pages

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# CHAPTER I

## INTRODUCTION

### **Consumer behavior towards Thai electronics product, light bulb.**

The research topic is “what is the consumer behavior towards Thailand’s electronics firms' own brands, and what factors drive Thai consumers to use or not use these Thai products.” Marketing strategy, communication and channels are topics that we will study together, focusing on the consumer behavior in Thailand’s home electronics equipment market, specifically the market for light bulbs.

### **1.1 Introduction to Thailand’s Electronics Industry**

From the past, the electronics industry of Thailand is a part of the global supply chain. They are the manufacturing base of the global electronics firms because of cheap labor and the advantage of the foreign direct investment (FDIs) policy of the government. As the manufacturing based they produce the products such as semi-conductor parts, computing and telecommunication equipments, Hard disk drives (HDDs) and consuming goods for multinational companies and brand (Hobday and Rush, 2007). Moving from downstream to an upstream, firms need to integrate innovation in their existing production process.

### **1.2 Value Adding Toward Electronics Firms**

Value Adding in this research is a process of the electronics firms integrate their products or electronics components together and create the new electronics equipment for house or office usage. An Integration of the product could be under their owned brands name, or producing for original equipment manufacturers (OEM). Adding researching and developing in their firms is a choice of value adding process which can be found in modern-age economy which try to shift into the knowledge-based

firms. (Pablos, Turro, Tennyson and Zhao, 2014) This method is a necessary for firms to successfully move from downstream to upstream.

An example of a successfully move upward from downstream to upstream is China. China used to be a modern-age economy, also known as manufacturing-base for international brands. Nowadays, China still is the manufacturing-base for those firms because of a low labor-cost, but also they successfully create their own brands in many categories such as Yoobao, for battery and extra battery, known as Powerbank, Xiaomi for lifestyle accessories such as Xiaomi band for health-conscious and digital cameras for backpackers and travelers, Huawei for smart phone, which the hardware performance is comparable with Iphone from Apple. While Chinese firms are successfully adding value to their products, Thai firms also successfully added value to their products, but failed to stay in the business for the long-run.

### **1.3 Consumer Behavior for Electronics Firms in Thailand**

Distar, which sold home appliances, and Thanin, which sold televisions and radios are both examples of Thai firms that went extinct. In fact, most of well know Thai firms such as AMORN, which is the electronics component trader, operate the business in terms of trading but they fail to add the value to their products or gain the market share from competitors, even though they can produce the same types of product. Consumer behavior of Thailand's market is really interesting to research from the situation above, in order to examine factors and opportunities for Thai firms to add value to their product and create their own brand.

### **1.4 Proposition and Framework**

According to Hunt and Papas (1972), the Theory of buyer behavior is the combination of variables, which are Attention, comprehension, Attitudes, intention and purchase behavior. Loudon etal (1993) stated that the way variables interact together is a key strength. They are something about social, physiological and marketing strategy towards the consumer perception. (Jeff Bray)

This theory will be used to set the proposition for the studying the consumer behavior toward Thailand electronic components in this research paper. The understanding of Thailand's consumer behavior will lead to the integration of manufacturing based to sustainably add value for Thai product which will benefit for the country GDP, since electronics is the foundation for almost every other industry.

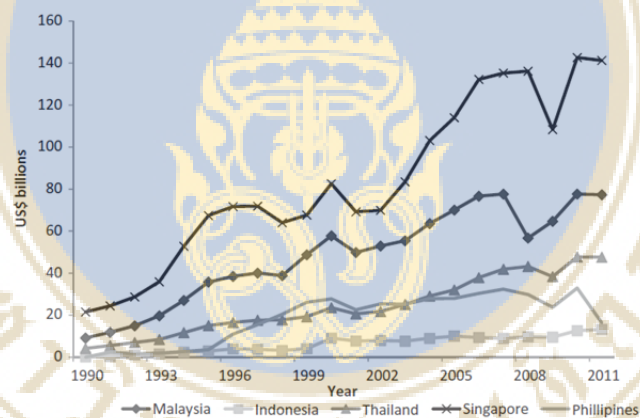


## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Thailand Electronics Industry

In 2014, Rasiah, Xiao-Shan and Govindaraju researched about the Electronics industry in Southeast Asia in the Crisis Effects on the Electronics Industry in Southeast Asia by using macro-economic theory. The research team mentioned that the electronics industry of Southeast Asia was affected by export and exchange rates, government policies and technological upgrading from a global value chain (GVC). These combinations affect the income of the electronics industry in Southeast Asia. (See figure1)



**Figure 2.1 Electronics Export from 1990-2011**

Source : Rasiah, Xiao-Shan and Govindaraju, 2014

Figure 1 shows that when there is a crisis event in the global economy, such as Tom-yum-Kung Crisis on 1997 and Subprime crisis from 2007-2009, the income of the electronics industry in Southeast Asia sharply decreases.

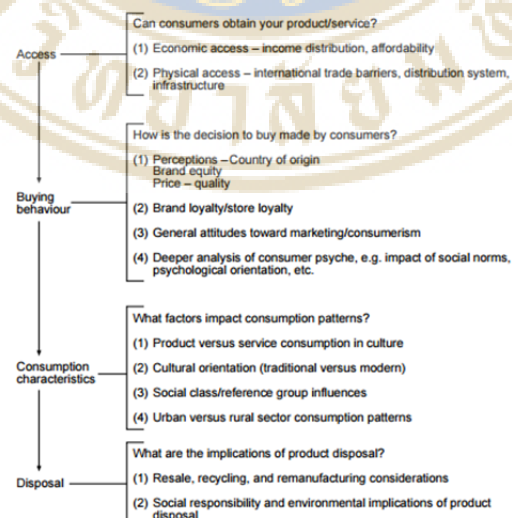
This research explains the overview of Thailand Electronics industry, which is a part of Southeast Asia, as a part of effects from global economy and global value chain (GVC). On the other hand, my research will mainly focus on the Thailand electronics industry which is a smaller focus than the macro one.

In 2013, Hirunyasiri and Butdee used the Knowledge Management framework to explain Thailand electronics industry. Researchers claimed that the electronics industry driven by components in the Knowledge Management framework, which are Knowledge acquisition, knowledge creation, knowledge storage, knowledge sharing, knowledge reuse, knowledge codification, knowledge application, knowledge synthesis and knowledge evaluation. The team used the integrated circuit (IC), which is a part of electronics product, as a case study. From this research, we can analyze the picture of Thailand's electronics industry as a firm which has the value added process.

After studied two researches, we can see the picture of Thailand's electronics industry as affected by the global value chain and multinational firms. However, after knowledge transfer from international firms, Thailand's firms, which are mainly a production based, use this knowledge to add value to their products. Value added products have the competeable quality, but might lack of sufficient consumer demand to stay in the competition in the long-run such as an example of Distar and Thanin Radio illustrate.

## 2.2 Consumer Behavior

Raju (1995) investigated consumer behavior in emerging markets, including Thailand, by using the A-B-C-D paradigm, which will be explained in the figure below.



**Figure 2.2 A-B-C-D paradigm**

Source : Raju (1995)

Access stands for access to the product from customers' culture and economic situation. Buying behavior is a process of factors, which included perceptions, attitudes and brand loyalty, that affect consumer decision making. Consumption characteristic is the effect of social structure and culture which will be difference in each context. Disposal is the impact from the product they have purchased such as social responsibilities and implication of products. (Raju , 1995)

From this research, we can see the process of decision making and factors from the explanation through A-B-C-D paradigm in the emerging markets, including Thailand which is my interested area of study, and Eastern Europe. This will benefit the understanding of consumer behavior in Thailand and its electronics industry.

Pronpitakpan (2000) used the social structure of Thailand to explain about the purchase decision. He argued that Thais are very careful with their purchase, they try to gather as much as information they can since they are low-income economies. The percentage of information gathered by Thais is higher than those in the developed countries. Moreover, he argued that Thais tend to perceive products from developed countries as better quality, technology and image, than those produced locally. They are willing to pay more for this kind of quality products.

From the study of "Trade in Thailand: A Three-Way Cultural Comparison" (Pronpitakpan C., 2000), we can summarize that Thais are really sensitive with the origin of the products. They tend to give more credit to international brand especially from those from Japan and USA. The factor from social structure might be one of factors that affect consumer behavior of local electronics brand in Thailand, which I will study. Also, the factors from buying behavior and consumption characteristic, from A-B-C-D paradigm, highlighted that the origin perception and attitudes of the brand combining with the social structure plays an important role in consumer decision making. Local electronics firms in Thailand need to launch a reasonable marketing strategy to approach with this issue.

## 2.3 Marketing Strategy of Electronics Firms

Pehrsson (2008) indicated in his research that in order to move from downstream to upstream, firms have to add values in their product. At the same time they need to differentiate themselves from competition in the market, this included differentiation through innovation and cost leadership, to approach as their marketing strategy. Customers rarely pay attention to the production cost of firms; instead they tend to focus more on the reasonable price. The more customer-oriented firms are, the greater opportunity to be successful in value adding and their marketing campaign.

From the research, we can analyze that the firms that need to shift from downstream to upstream need to launch marketing strategy customer-based, not firm-based. The research explains the big picture of global firms that use the differentiation through value added, while my research will focus more on the Thailand's market.

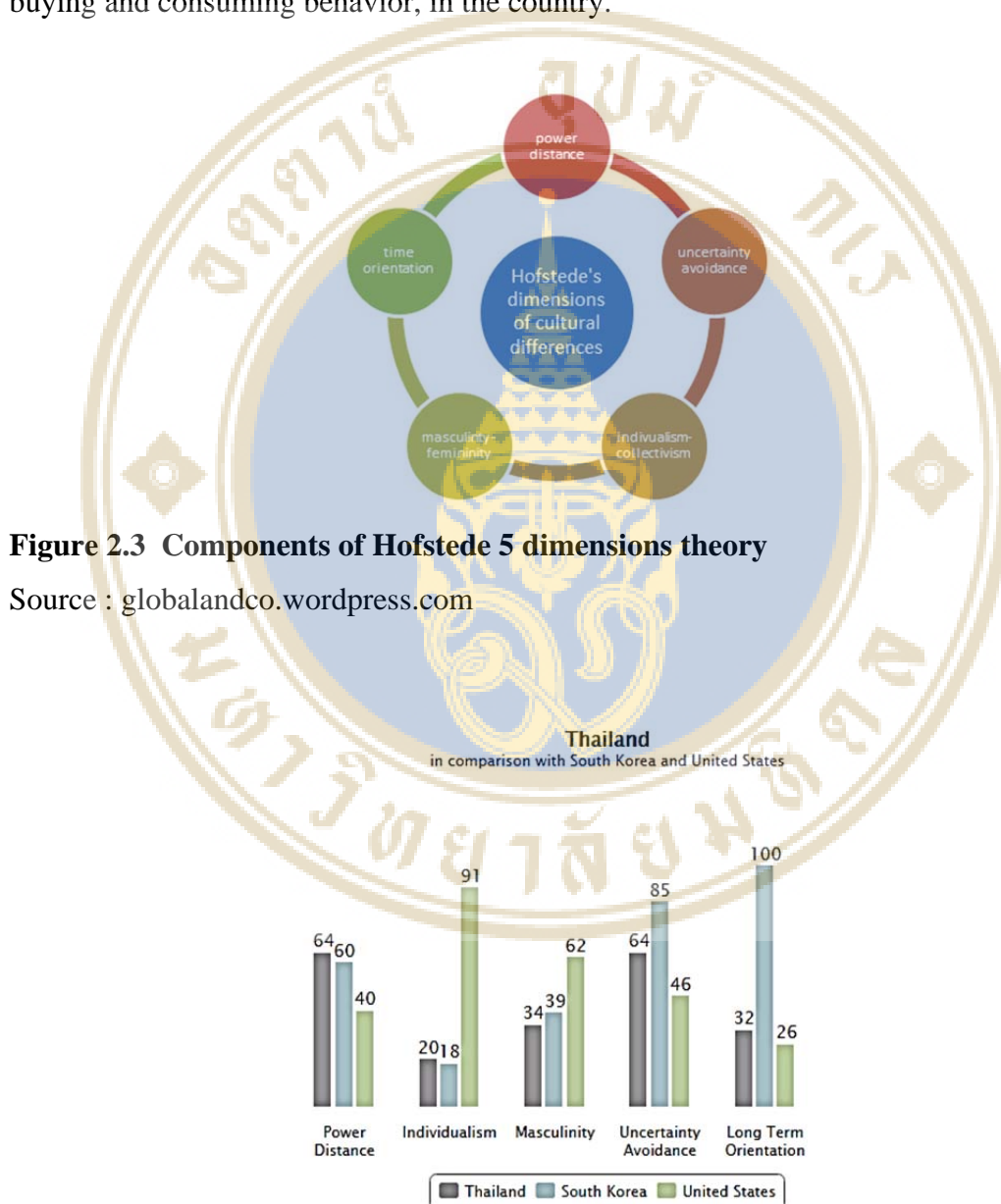
According to Suksrivirai (2012), customers who buy electronics product tend to have high experience in the market: the average number is about 7 years. They are familiar with the brands, both international and local. The branding strategy that firms use need to be repeated often in order to be in the customer mind, since customers tend to buy the brand that they are familiar with.

This research is mainly focused on the customer's relationship toward electronics brand in Thailand. This topic will benefit to my research since it is in the same area of study, which is Thailand, while my study will focus on the perception on the brand which will link to factors that affect the decision to buy electronics product.

From both research studies, we can see the picture of customer expectation towards marketing strategy such as brand positioning and pricing strategy that firm should use. To shift from downstream to upstream, firms need to be concern on their cost control in order to have the competitive price. Moreover, they need to plan for a long-run and have a good branding strategy to get into the customers mind. A long existing brand tend to have more advantage in the electronics industry, especially when it comes to value added product, in Thailand

## 2.4 Consumer Behavior and Culture Factors

Mooij and Hofstede (2002) studied the implication of culture aspects toward consumer behavior. Country socio-demographic and physiological factors tend to affect the consumption behavior in the country. Therefore, five dimensions, which are power distance, uncertainty avoidance, time-oriented, masculinity and individualism, of national culture of Hofstede will be used to explain the difference of culture, which motivate buying and consuming behavior, in the country.



**Figure 2.4 Hofstede 5 dimensions Thailand compares with South Korea and USA**

Source: geert-hofstede.com



From Figure 2.4, it shows that Thailand has the highest power distance, high collectivism, shows as low individualism, and moderate uncertainly avoidance comparing with Korea, which used to be the manufacturing based and has the limited number of electronics component brand, and United States of America, which is free-trade society and have many choices of electronics component.

We can conclude that in Thailand and Korea, opinion from outsiders, such as friends, seniors and families, pay an important role in every decision, included decisions to buy a product. Moreover, with high uncertainly avoidance, customers tend to collect more data about the product they want to buy. This is the reason why there is limited competition among brands in the market and only the good branding brand can stay in the business in the long-run.

From the literature review, we know that many factors affected consumer behavior and one of them is the social factors affected consumer behavior as a component of branding factor. Perhaps we do not know which one is more important, and which one less important, when people buy light bulbs. Therefore, to find the most important factors influencing the consumer behavior for buying light bulbs, we plan to conduct a questionnaire among customers who buy light bulbs in Bangkok. The minimum of respondents should be more than 50 people to make sure that the information we have gathered has enough quality.

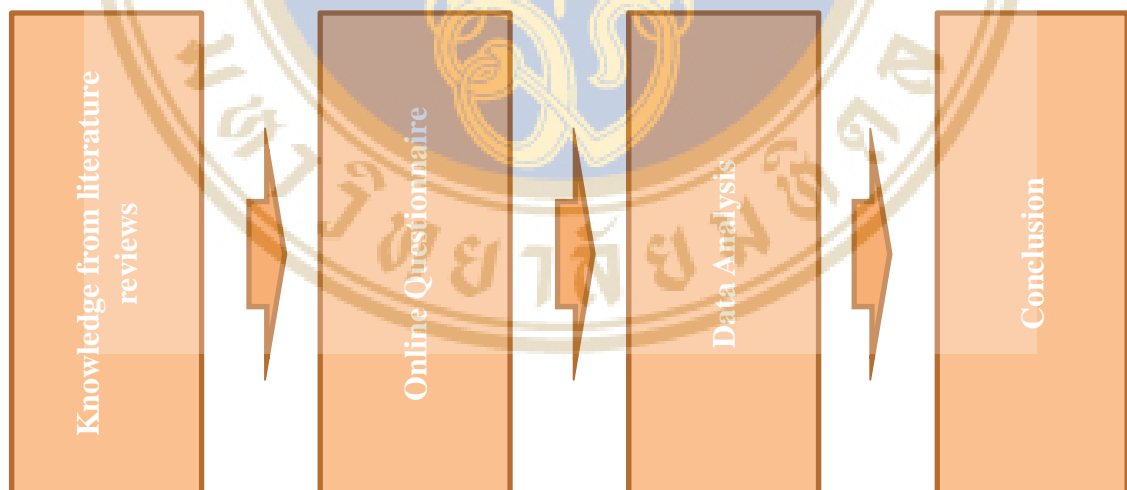
## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Chapter Overview

This chapter describes the research methodology. An exploratory research design is used to analyze and define factors that affect consumer behavior in Thai electronics products by using quantitative method through distributing online questionnaire. Together with conducting online questionnaire, information from literature review is really benefiting for the study of this research topic. Both sources of information will be used in data analysis method, in order to find specific factors that affect consumer behavior in Thai electronics industry.

The quantitative research is conducted in order to get information for this research, we can see factors that affect the consumer behavior in buying Thai electronics component, specifically focusing on the purchase of light bulbs.



**Figure 3.1** Shows process of research methodology

## 3.2 Sample Population

The online questionnaire will be distributed with an intention to reach 50 respondents. The target population of this research will be people who have an experience buying a light bulb by themselves. Questions will be asked in many aspects whether those factors will affect the intention to buy of the customer such as quality, branding, social and pricing of the light bulb. After collecting data, the researcher will use SPSS to analyze data to find the factors affect consumer behavior in buying light bulb.

## 3.3 Online questionnaire questions

### 3.3.1 Qualification

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree

### 3.3.2 Demographic Questions

1. What is your gender? (Male, Female)
2. Please specify your age? (Under 20, 21-25, 26-30, 31-35, above 35)
3. Please specify your education background. (Secondary, Bachelor degree or equal, Master degree or equal, Doctoral or equal)
4. How often do you buy house ware electronics products, such as light bulbs and batteries? (Never, Once a year, once in 6 months, once a month or more)
5. Do you know any light bulb brands in this list? (Phillips, Panasonic, Sylvania, L&E, etc.)

### 3.3.3 Pricing Questions

1. Discounts and sales promotions matter for my decision to buy a particular light bulb
2. I mainly buy a light bulb because it is cheaper than others
3. The more expensive light bulbs are, the better they are

4. The design of a light bulb and its color are more important to me than the price

### 3.3.4 Quality questions

1. I always compare the quality of light bulbs
2. I always look for information about light bulbs to buy the best possible one
3. I mainly buy a light bulb because it has high quality
4. The design of a light bulb and its color are more important to me than the quality

### 3.3.5 Branding questions

1. I always buy the same brand of light bulb
2. I always buy my light bulb from a familiar brand such as Philips and Panasonic
3. I believe light bulbs from international brands are better than local brands
4. Light bulbs from Thai brands have lower quality than international brand
5. The design of a light bulb and its color are more important to me than the brand

### 3.3.6 Social questions

1. I buy a light bulb because my friends or my relatives suggested it to me
2. I always rely on advice from experts or researchers when buying light bulbs
3. I usually rely on the sales person in the store to help me select the right light bulb

### 3.3.7 Intention to buy question

1. I will only buy Thai brand light bulbs if there is reliable evidence to show that they are as good as an international brand

2. I will only buy Thai brand light bulbs if there are sold at a lower price than international brands

3. I am willing to buy Thai brand light bulbs at a higher price than an international brands because I want to help develop the country and support local industry



## CHAPTER IV

### RESEARCH FINDINGS

The questionnaire was distributed through social network channel such as Facebook group of an engineer, because they are at the same time a customer of light bulbs and electronics component expert. Moreover the Facebook group of engineer, the researcher also distribute to consumers which are university student, both bachelor and master degree, and first jobbers. These kind of target respondents can give their personal aspect of brand acknowledgement, from the students and first jobbers, and pricing and quality, from Facebook group.

The questionnaire target to reach more than 50 of respondents to see the factors affected consumer behavior in buying one light bulb. However, this questionnaire has reached 68 respondents.

#### 4.1 Demographic Result

The demographic respondents consisted of genders, age, educational level questions and light bulb purchasing behavior level, which is included the question asking about the familiar brand of the light bulb.

**Table 4.1 Gender**

	Response Percent	Response Count
Female	70.6%	48
Male	29.4%	20
<b>Total</b>	<b>100%</b>	<b>68</b>

**Table 4.2 Age**

	<b>Response Percent</b>	<b>Response Count</b>
Less than 20	0.0%	0
21 - 25	56.7%	38
26 - 30	10.4%	7
31 – 35	10.4%	7
More than 35	22.4%	15
Skipped	0.01%	1
<b>Total</b>	<b>100%</b>	<b>68</b>

**Table 4.3 Education**

	<b>Response Percent</b>	<b>Response Count</b>
Secondary	6.0%	4
Bachelor degree or equal	70.1%	47
Master degree or equal	22.4%	15
Doctoral or equal	1.5%	1
<b>Total</b>	<b>100%</b>	<b>67</b>

**Table 4.4 How often you buy product?**

	<b>Response Percent</b>	<b>Response Count</b>
Never	11.9%	8
Once a year	44.8%	30
once in 6 months	37.3%	25
once a month or more	6.0%	4
<b>Total</b>	<b>100%</b>	<b>67</b>

**Table 4.5 Do you know these Brands?**

	<b>Response Percent</b>	<b>Response Count</b>
Phillips	87.9%	58
Panasonic	78.8%	52
Sylvania	47.0%	31
L & E	10.6%	7
Other (please specify)		4

From above evidence, we can conclude that around 70 percents of 67 respondents have a higher educational background than bachelor degree with a frequency of buying a light bulb at least once a year, which is quiet often since one quality light bulb has a lifetime of more than 2 years. Around 80% of respondents know the international brand such as Panasonic and Phillips. While L&E, which is a Thai brand, has the lowest brand acknowledgement with around 10%.

## 4.2 Main Finding

After collecting questionnaire, I use the SPSS to analyze mean (average value) for all questions, in order to see the factors those have the highest value. The highest value factor represents the factor which customers think that, it is important factor buying one light bulb.

**Table 4.6 All questions' mean**

	<b>Descriptive Statistics</b>				
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I mainly buy a light bulb because it has high quality.	55	1.00	4.00	3.0909	.61682
I always buy my light bulb from a familiar brand such as Philips and Panasonic.	52	2.00	4.00	3.0577	.63904



**Table 4.6 All questions' mean (Cont.)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I always compare the quality of light bulbs.	56	1.00	4.00	3.0536	.74881
I always look for information about light bulbs to buy the best possible one.	56	1.00	4.00	2.9643	.65959
Discounts and sales promotions matter for my decision to buy a particular light bulb.	56	1.00	4.00	2.7679	.57179
I believe light bulbs from international brands are better than local brands.	52	2.00	4.00	2.6154	.71822
I always buy the same brand of light bulb.	51	1.00	4.00	2.5882	.66862
I usually rely on the sales person in the store to help me select the right light bulb.	53	1.00	4.00	2.5472	.69520
I always rely on advice from experts or researchers when buying light bulbs.	53	1.00	4.00	2.5472	.66697
The more expensive light bulbs are, the better they are.	57	1.00	4.00	2.4561	.65657
I mainly buy a light bulb because it is cheaper than others.	55	1.00	4.00	2.3636	.70353

**Table 4.6 All questions' mean (Cont.)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I buy a light bulb because my friends or my relatives suggested it to me.	52	1.00	4.00	2.3462	.76401
Light bulbs from Thai brands have lower quality than international brand.	51	1	3	2.25	.560
I will only buy Thai brand light bulbs if there is reliable evidence to show that they are as good as an international brand.	52	1.00	2.00	1.8269	.38200
I will only buy Thai brand light bulbs if there are sold at a lower price than international brands.	50	1.00	2.00	1.4800	.50467
I am willing to buy Thai brand light bulbs at a higher price than an international brands because I want to help develop the country and support local industry	51	1.00	2.00	1.3529	.48264
Valid N (listwise)	42				

**Table 4.7 Branding questions' mean**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I always buy my light bulb from a familiar brand such as Philips and Panasonic.	52	2.00	4.00	3.0577	.63904
I believe light bulbs from international brands are better than local brands.	52	2.00	4.00	2.6154	.71822
I always buy the same brand of light bulb.	51	1.00	4.00	2.5882	.66862
The design of a light bulb and its color are more important to me than the brand.	51	1.00	4.00	2.5098	.75822
Light bulbs from Thai brands have lower quality than international brand.	51	1	3	2.25	.560
Valid N (listwise)	48				

**Table 4.8 Social questions' mean**

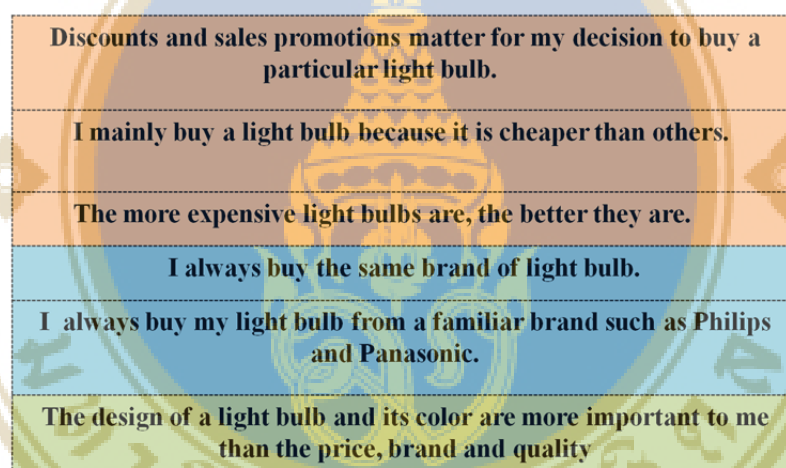
<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I usually rely on the sales person in the store to help me select the right light bulb.	53	1.00	4.00	2.5472	.69520
I always rely on advice from experts or researchers when buying light bulbs.	53	1.00	4.00	2.5472	.66697
I buy a light bulb because my friends or my relatives suggested it to me.	52	1.00	4.00	2.3462	.76401
Valid N (listwise)	52				

**Table 4.9 Pricing Questions' Mean**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Discounts and sales promotions matter for my decision to buy a particular light bulb.	56	1.00	4.00	2.7679	.57179
The design of a light bulb and its color are more important to me than the price.	56	.00	4.00	2.6250	1.15306
The more expensive light bulbs are, the better they are.	57	1.00	4.00	2.4561	.65657
I mainly buy a light bulb because it is cheaper than others.	55	1.00	4.00	2.3636	.70353
Valid N (listwise)	53				

From the table, the highest mean value is “I mainly buy a light bulb because it has high quality.” This is in the part of quality question. Followed with branding question, we can conclude that consumer behavior of customer who buying light bulb is affected by quality factors and branding factor. For quality factor, it is hard to compare whether one light bulb is better than another one, but we can conclude from the result that if brands can make customer believe that their product has high quality, they can affect consumer behavior. Moreover than branding and social factor, there is a pricing factor which has higher mean value than the value “2”.

### 4.3 Factors affecting the decision to buy a light bulb



Discounts and sales promotions matter for my decision to buy a particular light bulb.
I mainly buy a light bulb because it is cheaper than others.
The more expensive light bulbs are, the better they are.
I always buy the same brand of light bulb.
I always buy my light bulb from a familiar brand such as Philips and Panasonic.
The design of a light bulb and its color are more important to me than the price, brand and quality

Figure 4.1 Factors affecting the decision to buy a light bulb of consumer behavior

Table 4.10 Percentage covered of respondents

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1.742	21.778	21.778	1.563	19.535	19.535
	1.521	19.011	40.789	1.550	19.381	38.916
	1.467	18.334	59.122	1.414	17.676	56.592
	1.120	13.997	73.119	1.322	16.528	73.119
	.704	8.804	81.923			

**Table 4.10 Percentage covered of respondents (Cont.)**

Total Variance Explained						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	.596	7.446	89.370			
	.484	6.055	95.425			
	.366	4.575	100.000			

Extraction Method: Principal Component Analysis.

From figure 5, showed 6 factors affect the consumer behavior purchasing a light bulb. These 6 factors explain more than 70 percents of variation in the responses, as shown in Table 6. Six factors can be grouped into 3 big factors for an easier understanding. The red color represents the pricing factor which consisted of discounts and promotion, cheaper price and expensive price. The blue color represents the branding factor which consisted of buying the same brand and buying Philips's and Panasonic's products. The last green color represents the function of the light bulb which consisted of preferring to buy a functional light bulb with others factors.

From proposition, I suspect that there are many variables together with the social factor will be one of the main factor affected consumer behavior in purchasing a light bulb. It is showing that branding, which can be affected from social factor and pricing factors are two factors which are playing an important role for customer to buy a light bulb.

#### 4.3.1 Branding Factors

Branding factors is one of an important factor affected consumer behavior in buying one light bulb. The social factors play a role when it comes to their familiar brand and advising from sales person as the figure 7 shown.

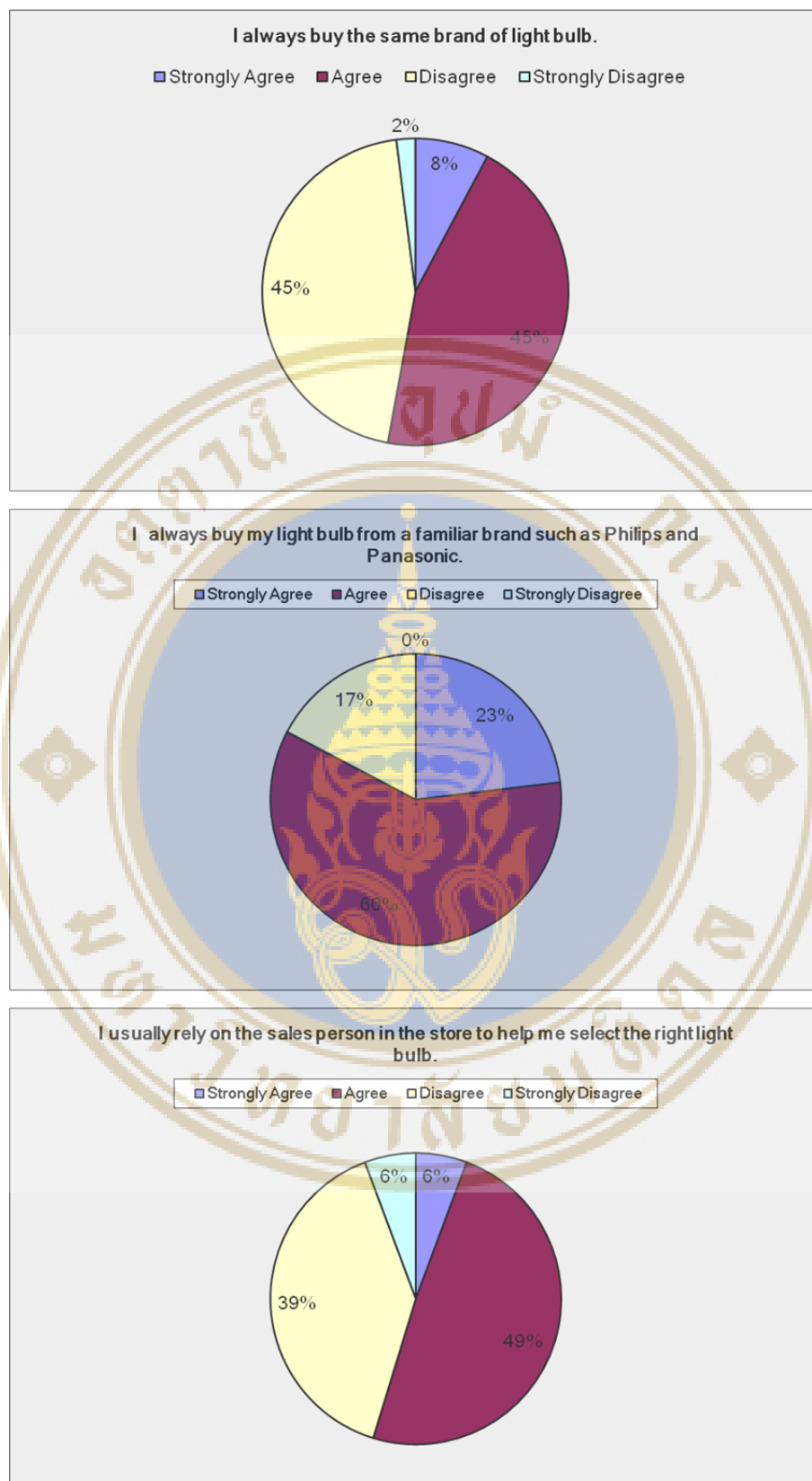
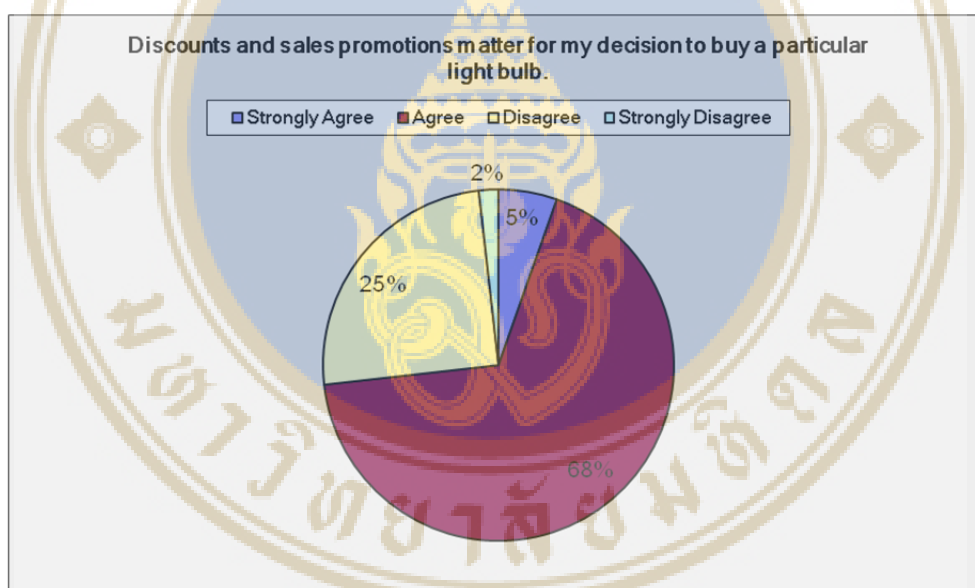


Figure 4.2 Showed the percentage of respondents answering branding questions

Almost 85% of respondents buy the Philip's and Panasonic's light bulb, which are their familiar brand and more than 50% buy the same brand of light bulb. Moreover, 55 percent of respondents agree that sales persons affected their decision to buy a light bulb. This can show that overall, branding and social factors play an important role in buying this product when it comes to choosing a brand in the same function and style of product. According to the proposition and my expectation, more than one factor affects the decision to buy a light bulb together with the social factor.

#### 4.3.2 Pricing factors

Pricing factor play a significant role in purchasing a light bulb especially when customers can compare the price or facing a promotional price. Moreover than branding, pricing can gain some opportunities for Thai brand as figure 8 shown.



**Figure 4.3 Shown affected from discount and sales promotions**

Pricing advantage can be done through sales and seasonal promotions. This can be classifying as an advantage for brand to shift customer decision to buy from a competitor brand, with the same level of quality and function. More than 70% of respondents are willing to consider for a light bulb with a cheaper or competitive price. According to the proposition, this is another factor that affected consumer behavior in buying a light bulb.



## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusions**

Thai electronics industry has many outstanding and unique products. Light bulb is one of the outstanding products which has Thai brands competing in the present, 2015, local product market. The decision to buy a product is influenced by many factors affecting consumers' decision, according to theory of buyer behavior. While in electronics products, with the scope of study being limited to light bulbs, Pricing and Branding play an important role when it comes to the decision to buy.

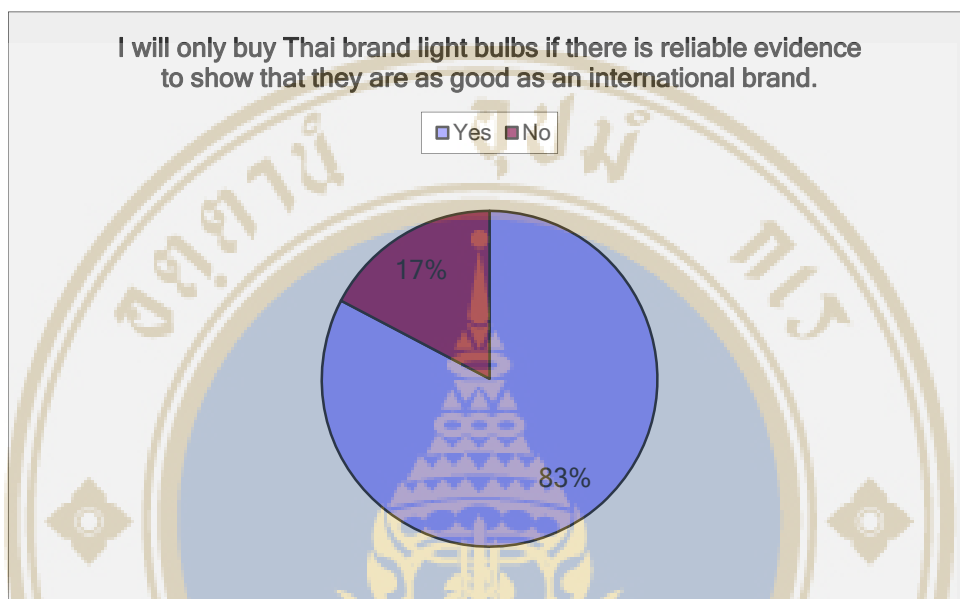
Branding is one of the significant factors since in Thailand the market of light bulbs has small number of players competing in the market. Philips, Panasonic and Sylvania represent the international brands competing in the market, with the Philips and Panasonic having the highest brand awareness in the light bulb market. While L & E is the only Thai brand with the lowest brand awareness, possibly similar to the market share. Also, there is evidence showing that Thai consumers will choose their familiar brand when it comes to the time buying the product, and they might use this brand for a long time.

Pricing is another factor when it comes to buying a light bulb. At the same quality and style, customers tend to choose the competitively priced product, moreover choosing the same brand. Thus the pricing strategy could provide an opportunity for Thai brands to expand the market.

#### **5.2 Opportunities for Thais' firm**

From the results of the questionnaire, it shows the opportunity for Thai firms to compete with international brands. There are two options for Thai firms to compete in the market, based on the research results.

First option: Thai firms, such as L&E, can use social and branding factors to convince the customers that their product has similar quality as international firms. Mouth to mouth and viral marketing could be one of choices for Thai firms since it plays with social factor, which is quite important in the local market to communicate to Thai consumers.

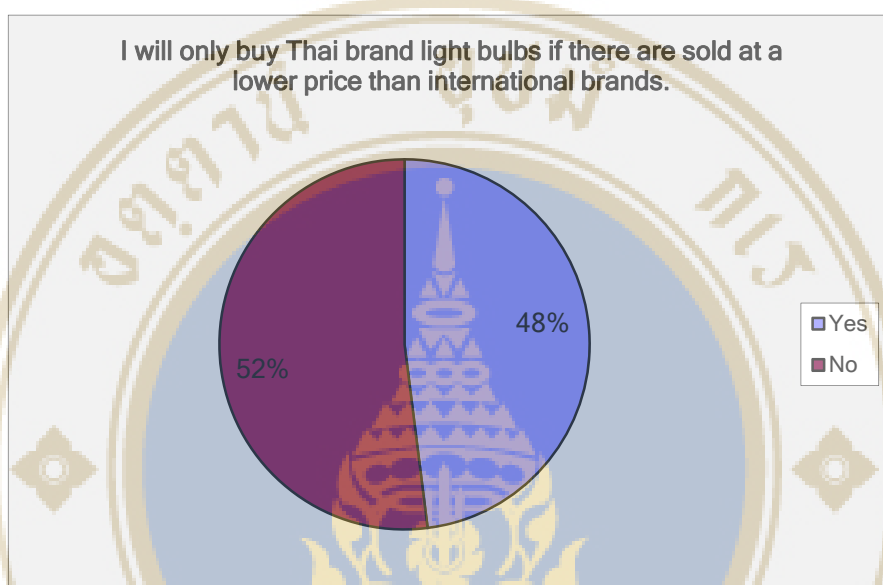


**Figure 5.1** The percentage of respondents answer the question “I will only buy Thai brand light bulbs if there is reliable evidence to show that they are as good as an international brand.”

	I will only buy Thai brand light bulbs if there is reliable evidence to show that they are as good as an international brand.
I always buy my light bulb from a familiar brand such as Philips and Panasonic.	75 %
I always buy the same brand of light bulb.	73.5 %

**Figure 5.2** A percentage of willing to purchase Thai brand light bulbs with reasonable quality

Second option, Thai firm can use low price as their pricing strategy and better position their product to compete with international brand products. Almost 50 percent of Thai customers are ready to buy the light bulb with lower price than international brand according to the survey. The percentage might not seem as promising as the first option, but it is an opportunity to integrate this information in the overall marketing plan for Thai light bulb brands.



**Figure 5.3 The percentage of respondents answer the question “I will only buy Thai brand light bulbs if there are sold at a lower price than international brand.”**

I will only buy Thai brand light bulbs if there are sold at a lower price than international brands.	
Discounts and sales promotions matter for my decision to buy a particular light bulb.	72.1 %
I mainly buy a light bulb because it is cheaper than others.	70.6 %

**Figure 5.4 A percentage of willing to purchase Thai light bulb with competitive price**

### 5.3 Recommendations for Future Research

This research was done in limited time with the limited scope focusing on light bulbs. In the electronics market there are many products which have Thai brands as one of the competitors, such as Imobile in the smart phone market. This could be another research topic that we could study the consumer behavior in that market together with comparing consumer buying behavior factors with the light bulb market.

The second recommendation could be about continuing study about the marketing strategy, brand positioning and messages for Thai electronics firms to communicate to customers. According to the data analysis, customers are still focused on familiar international brands such as Philips and Panasonic, but willing to buy Thai brand light bulbs with reasonable quality and pricing.



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## Appendix A: Demographic Questions

Questionnaires of Consumer behavior towards Thai electronics brand, Light Bulb

This questionnaire is a part of research paper is a part of research paper of Master degree of the College of Management Mahidol University. The topic of the research paper is Consumer Behavior towards Thai electronics product, which is Light Bulb.

### Objective

To understand factors affect buying decision of consumer behavior towards Thai electronics product, light bulb.

1. What is your gender?
  - Male
  - Female
2. Please specify your age?
  - Under 20
  - 21-25
  - 26-30
  - 31-35
  - above 35
3. Please specify your education background.
  - Secondary
  - Bachelor degree or equal
  - Master degree or equal
  - Doctoral or equal



4. How often do you buy house ware electronics products, such as light bulbs and batteries?

- Never  
 Once a year  
 once in 6 months  
 once a month or more

5. Do you know any light bulb brands in this list?

- Phillips  
 Panasonic  
 Sylvania  
 L&E  
 Etc.

Questions	Strongly Disagree	Disagree	Agree	Strongly agree
<b>Pricing Questions</b>				
6. Discounts and sales promotions matter for my decision to buy a particular light bulb				
7. I mainly buy a light bulb because it is cheaper than others				
8. The more expensive light bulbs are, the better they are				
9. The design of a light bulb and its color are more important to me than the price				
<b>Quality questions</b>				
10. I always compare the quality of light bulbs				
11. I always look for information about light bulbs to buy the best possible one				
12. I mainly buy a light bulb because it has high quality				

Questions	Strongly Disagree	Disagree	Agree	Strongly agree
13. The design of a light bulb and its color are more important to me than the quality				
<b>Branding questions</b>				
14. I always buy the same brand of light bulb				
15. I always buy my light bulb from a familiar brand such as Philips and Panasonic				
16. I believe light bulbs from international brands are better than local brands				
17. Light bulbs from Thai brands have lower quality than international brand				
18. The design of a light bulb and its color are more important to me than the brand				
<b>Social questions</b>				
19. I buy a light bulb because my friends or my relatives suggested it to me				
20. I always rely on advice from experts or researchers when buying light bulbs				
21. I usually rely on the sales person in the store to help me select the right light bulb				
<b>Intention to buy question</b>				
22. I will only buy Thai brand light bulbs if there is reliable evidence to show that they are as good as an international brand				
23. I will only buy Thai brand light bulbs if there are sold at a lower price than international brands				
24. I am willing to buy Thai brand light bulbs at a higher price than an international brands because I want to help develop the country and support local industry				