

**EFFECT OF MARKETING MIX (4Ps) ON THE INTENTION TO
PURCHASE OF AIR CONDITIONING IN MILLENNIAL**



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ABSTRACT

Air conditioning is an essential home appliance in every household in mass market segmentation. There are many brands in the Thai market. This Research aims to study the crucial factor that can draw an intention to purchase air conditioning in Millennials. This Research provides the answer to the factors that are impactful to the intention to purchase air conditioning with a particular framework which in this Research will apply to the Marketing Mix (4Ps). The research result shows a significant relationship between 4 elements of the Marketing Mix, which are product, price, place, and promotion, and the intention to purchase air conditioning. The research information can help to understand Millennial consumers' perception of air conditioning and implement the product to suit this target group which will become the mainstream purchase power in Thailand.

KEYWORDS: Marketing Mix (4Ps) / Air Conditioning / Intention to purchase

37 pages

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CHAPTER I

INTRODUCTION

Nowadays, we cannot deny that Thais sleep without using air conditioning. Air conditioning has become one of the home appliances products every warehouse has due to the tropical climate that forces it to. The introduction will profound the potential growth of the air conditioning industry.

1.1 Climate in Thailand

According to Weather and Climate.com, the highest temperature can reach 37 degrees Celsius annually. It shows that every household has at least one device to use to avoid an extreme heat wave during the day and night.

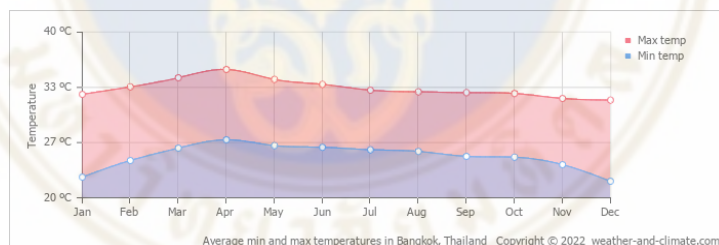


Figure 1.1 Average min and max temperature in Bangkok, Thailand, in 2022

1.2 Many production and export in air conditioning

Under Krungsri's Research, the industry outlook of home appliances from 2021 to 2023 said that Thailand is one of the world's leading producers of air conditioning and supports its native air-conditioning manufacturing sector. The production of cooling appliances in Thailand has developed steadily, and Thailand is now one of the world's leading exporters.

According to Trade Map, in 2019, China was the biggest exporter of these goods with a 32.9% share, followed by Thailand as the first runner-up at 11.2%, the world's second most important exporter of air-conditioning units. The number shows the power of production, staffing, supplier, and resources grown steadily in Thailand. A significant number appears that Thailand has become one of the world's key engines that get recognized to produce air conditioning. Thailand draws many international investors who see the potential to invest in this competitive field.

When the market is full of supply while open for a new entry investor, it is significant to show that Thai consumers have various choices in selecting the goods. Nevertheless, what is their top of mind to consume? According to the price range of air conditioning in Thailand, there is an enormous range of prices in the particular air conditioning unit. A 9,000 BTU split-type has a price starting from 9,000 baht to 30,000 baht based on the brand positioning, product quality, function, and warranty.

Table 1: Thai Electrical Appliance Exports World Rankings

| Air conditioners | | | |
|------------------|-----------------------|--------------------------|---------|
| | Export value (USD, m) | % share of world exports | Ranking |
| 2010 | 3,403.14 | 10.0 | 2 |
| 2019 | 5,513.56 | 11.2 | 2 |

| Compressors | | | |
|-------------|-----------------------|--------------------------|---------|
| | Export value (USD, m) | % share of world exports | Ranking |
| 2010 | 1,226.09 | 9.4 | 3 |
| 2019 | 826.77 | 5.9 | 6 |

Source: Trade Map

Figure 1.2 Thai Electrical Appliance Exports World Rankings

1.3 Air Conditioning in the Thai Market

The former group is dominated by Japanese players, including Mitsubishi Electric, Mitsubishi Heavy Duty, Sharp, Hitachi, Toshiba, Daikin, and Fujitsu. However, it also includes players from South Korea (Samsung and LG). Currently, Chinese brands such as Haier, Hisense, TCL, Midea, etc. Become one of the most prominent players in the market share and the US (Carrier and Trane). Thai brands in

the segment include Saijo-Denki, Tasaki, Central Air, Star Aire, Eminent, Amina, and UNI-Aire.

1.4 Scope of this Research

So many factors might be influential factors for people to be interested in purchasing air conditioning. Therefore, this Research will only focus on the target group. The framework the researcher chooses for this Research is the marketing mix (4Ps), which includes product, price, promotion, and place. The Marketing Mix may reveal a significant dependent variable, such as customer-driven activities aimed at understanding, attracting, retaining, and establishing close long-term relationships with profitable customers (Nimako, Azumah, Donkor & Veronica, 2010). As a result, testing these variables, which may be adaptable to the business strategy of air conditioning dealerships or distributors, will be interesting. The main objective of this research is to find the key elements that can influence the customer's intention to purchase air conditioning. So, the key elements that this Research will apply are product, price, promotion, and place. This research answers whether a product, price, promotion, and place factors significantly impact the customer's intention to purchase air conditioning.

The research structure will be divided into five chapters. It begins with a research introduction, which will clarify the potential growth in the air conditioning industry. The second chapter explains what will be applied to analyze an ideal air conditioning consumer need. The study uses critical elements of marketing mix (4P) and intention to purchase as core theories to describe research output. The third chapter explains methodological steps, research data collection, interviewees, research interview questions, and understanding the purpose of using the method that matches and is effective. Chapter four describes the research output by clarifying the content of each theory finding found during research. Lastly, chapter five concludes and provides a recommendation, suggestion, and result for future studying.

CHAPTER II

LITERATURE REVIEW

This chapter provides the theoretical framework to discuss the purchase of air conditioning. First, the definition of the Millennial generation, then the Marketing Mix (4Ps) and intention to purchase is the theoretical framework of this study.

2.1 Millennials

The Millennial generation, also known as Generation Y, grew up in the digital age. As a result, the generation is known for its technological prowess (Liesem, 2017; Rony, 2019). The Millennial generation has grown up in a world constantly shifting in terms of generational and cultural environments. Growing up in this technologically advanced era has instilled in the generation concepts such as "just do it" and "live for today," among other things (Montana & Petit, 2008). Generation Y has a close relationship with their parents, who are often members of Generation X or Baby Boomers, and vice versa. Parents have provided financial, educational, physical, and emotional support to their children (Broadbridge, Maxwell, & Ogden, 2007). They have also fed and protected them, resulting in Generation Y people having high expectations and a strong need for recognition and reward from others, even though they put up little work on their own. Millennials are frequently looking for mentors who will help them grow and provide them with advice and safety (Broadbridge et al., 2007). In personal development, Millennial believes that self-expression is more important than self-control. These individuals understand how to advertise and brand themselves, and they view self-expression as a means of distinguishing themselves from others. Millennials budget, but they save for enjoyment rather than financial gain. Rather than seniority or power, they earn their respect through hard work and dedication (Hopkins & Stephenson, 2014).

Furthermore, Millennials see the world from a global perspective, implying that they are more accepting of others and less judgmental than previous generations (Clausing, Kurtz, Prendeville, & Walt, 2003). Meanwhile, they remain closed off and rely heavily on their family to get through life's difficulties (Broadbridge et al., 2007). These seemingly contradictory Millennial characteristics are possible due to their proclivity for rapid adaptability and flexibility and their desire for change and new challenges (Clausing et al., 2003).

2.2 Theories Related to the Research

Chapter 2 explain the framework and theories related to the research topic by applying previous studies about the framework and theories. The next part concerns how the framework and theories can be linked to the variable. The last part will show the conceptual framework to use in this Research.

2.2.1 Marketing Mix (4Ps)

The marketing mix is a conceptual framework highlighting the department's critical decisions in their compatible offerings to reach consumer needs and conclusions. It is not a management theory derived from scientific research. The tools can be used to create both long-term strategy and short-term tactical programs (Palmer, 2004).

According to Kotler and Armstrong (2010), "it refers to a variety of decisions to achieve its goals by efficiently marketing its products and services to a specific target group." The term "marketing mix" became popular after Neil H. Borden's 1964 article. The original marketing mix was the foundation for product planning, pricing, branding, distribution methods, advertising, promotions, packaging, display, servicing, physical handling, fact-finding, and analysis. McCarthy (1960) recently divided these characteristics into four categories, known as the 4Ps of Marketing. It is one of the most widely applied marketing principles, focusing on four commercial practice factors: product, pricing, promotion, and location (John Dudovskiy, 2012). One of the mostly applied theoretical marketing frameworks in a wide range, with many organizations using it to prepare marketing campaigns and make other decisions more effectively.

Product

Product refers to the business's core offering, which consumers can describe as tangible goods or intangible services. The goods and services are designed to meet the demands and specific needs of the customer (Yao, 2014). Product category may include the "quality, features, benefits, style, design, branding, packaging, services, warranties, guarantees, life cycles, investments, and returns."

Price

As Onlaor and Rotchanakitumnui (2010) reported, price is a crucial factor that magnifies satisfaction, considering that customers often think of price when they assess the value of tangible and intangible goods or services. Price refers to the total cost to the customer of acquiring the product, which may include monetary and psychological costs, such as time and effort spent in the acquisition. It refers to decisions surrounding "list pricing, discount pricing, or special offer pricing." Hence, the term pricing here is the service provider's pricing strategy (NetMBA, 2002-2010).

Place

The "direct or indirect channels to market, geographical distribution channel, online channel, offline channel, and market location." The physical location of a business or the distribution channels used to reach markets is referred to as place. Other marketing mix elements depend on the site because it is one of the critical engines for other factors in the marketing mix. (Selim A., Habibur R., 2015).

Promotion

It has been defined by Borden (2013) in varied manners. The marketing agencies publicize appropriate information about the product delivered to customers and differentiate by the specific products or services. Promotion elements include "advertising, public relations, direct selling, and sales promotions." Blythe, Jim (2009). It refers to "the marketing communication used to make the offer known to potential customers and persuade them to investigate it further." Each aspect needs support from the brand's position to improve brand awareness, customer perception of branding, perception of the brand, etc. Likewise, some people interpret promotion as communicating the benefits and value to the consumers from the offering and persuading the consumer to become business customers by applying the elements. (SmallBizConnect, 2009).

In this study, consumer intention to purchase will be defined as consumers' intent to buy air conditioning using a marketing mix (4Ps).

2.2.2 Intention to Purchase

According to Garg and Joshi (2018), the intention to purchase is the consumer's decision-making process determining their willingness to purchase the brand or its offering (cited by Wells, 2011; Dodds, 1991). Martins, Oliveira, Costa, Branco, and Gonclaves (2019) also described the intention to purchase as will assist customers in thinking out their future buying, and if the intention to purchase is optimistic, it could increase brand engagement and the opportunity to sell your offering. Furthermore, Fandos, Espejel, and Flavian (2008) stated in their studies that the intention to purchase is the customer's purchasing intention that may influence the consumer's attitude and belief toward the offering.

2.3 Conceptual Framework

The conceptual framework appears to be this Research's dependent and independent variable. According to this Research's framework's literature review, the independent variables are the marketing mix (4Ps): product, price, promotion, and place. The dependent variable is the intention of the consumers' decision to purchase air conditioning, as shown below in figure 2.1

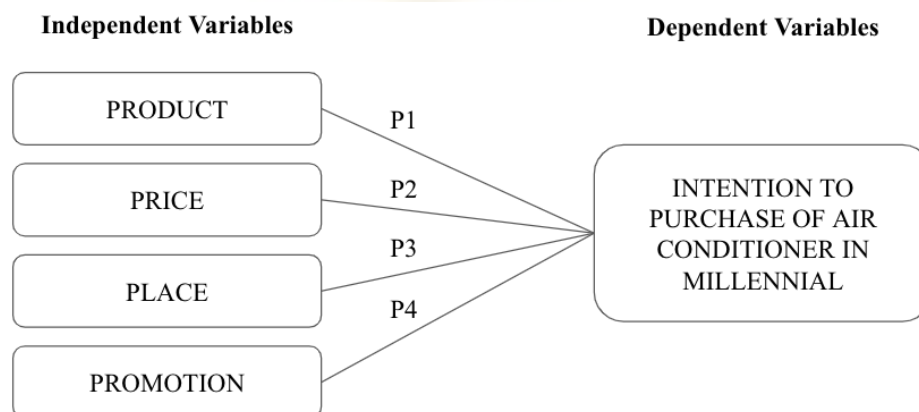


Figure 2.1 Independent and Dependent Variable Chart

Proposition for Qualitative Research

P1: The provision of product improves the intention to purchase

P2: The provision of price improves the intention to purchase

P3: The provision of place improves the intention to purchase

P4: The provision of promotion improves the intention to purchase

The next Chapter will discuss the research methodology on how the effect of Marketing Mix (4Ps) on the intention to purchase air conditioning in Millennials will be conducted.



CHAPTER III

RESEARCH METHODOLOGY

The third chapter regards the research methodology of this study. The chapter covers research design and methodology, data collection, criteria of sampling model, interview question, collection of data, validity test, data analysis, and limitations of the study.

The inspiration to do a research study about air conditioning comes from the researcher's family business which has been operating for more than 30 years—the Father of a researcher who pioneers entered this industry. Currently, the company operates by the 1st and the 2nd generation working together in the business. The researcher spent time and gathered information to understand the intention to purchase Air Conditioning Millennials since this generation will become a critical purchase power soon. To prepare and forecast the product that must be acquired in the company. Various brands in the market serve an extensive range of prices due to the quality standard, such as a product made from, e.g., Japan and China. What if the company wants to build a partnership to create sustainable growth? Which brand and segment is suitable for the future market? Currently, purchasing power in Thailand is based on Millennial is also one of the exciting points about the purchasing power of this generation. Millennials will become one of the key factors in pushing the economy forward in the next five years.

3.1 Research Design and Methodology

This study aims to conduct qualitative research to determine how consumers in Millennials make purchasing decisions in Air Conditioning. The Research was implemented using Marketing Mix (4Ps) as a tool. The qualitative data are mostly non-numerical and defined in the data, representing feelings, emotions, or subjective

perceptions to address the consumer demand for air conditioning. The Research uses intensive or in-depth interviews as a technique.

Qualitative Research is based on people's experiences or knowledge (USA, 2009). Also, qualitative Research helps to understand people's thinking better. Its output provides a reason and detailed view of the topic and studies individuals in their standard setting (USA, 2009). A case study is a part of this Research. Case studies are a complement to be used in qualitative methodology. The finding of the case study explores background, facts, differences or similarities, comparisons, and relation with this research output. It helps the Research to be more reliable and gain more understanding. Therefore, a case study is a part of this qualitative Research (A. Biba, 2013).

The purpose of the interview is to forecast and predict consumers' demand for the home appliance division, especially air conditioning. The questions can be categorized into understanding consumer demand and expectation from air conditioning by using Marketing Mix. The finding from the interview will be concluded in the next chapter by using coding techniques to analyze the collected data following the previous studies (Tippawat, 2019; Pantitanonta, 2020. Klongkitkarnka, 2021). Furthermore, suggestion actions, which will help to forecast and analyze the future trend of Millennial consumers to purchase air conditioning, will be discussed in the following chapter.

3.2 Data Collection and Sampling Model

3.2.1 Criteria of Sampling Model

The interviewees who bought air conditioning and decided by themselves in Millennial born between 1981-1996 at 26-41 years old. Who work in any field and position with a salary starting from 25,000 baht.

Table 3.1 The table of sampling model

| No. | Interviewee | Gender | Age | Educational Background | Job Position | Salary | Interview Date | Location | Duration |
|-----|-------------|--------|-----|--------------------------------------|------------------------------|----------------------|------------------|-------------|------------|
| 1. | Mr. Land | M | 26 | Bachelor's in Applied Arts | UX/UI Designer | 40,000 – 60,000 baht | October 31, 2022 | On the Call | 45 minutes |
| 2. | Ms. Pream | F | 29 | Master's in Management | Project Manager | 40,000 – 60,000 baht | October 31, 2022 | On the Call | 40 minutes |
| 3. | Ms. Tong | F | 28 | Bachelor's in Communication Arts | Freelance | 25,000 – 40,000 baht | October 31, 2022 | On the Call | 50 minutes |
| 4. | Ms. Razsa | F | 26 | Master's in Environmental Management | Freelance | 25,000 – 40,000 baht | October 31, 2022 | On the Call | 50 minutes |
| 5. | Mr. May | M | 28 | Master's in Management | Managing Director | 60,000 – 80,000 baht | October 31, 2022 | On the Call | 40 minutes |
| 6. | Ms. Pleng | F | 29 | Master's in Management | Media Planner | 25,000 – 40,000 baht | October 31, 2022 | On the Call | 35 minutes |
| 7. | Ms. Ploy | F | 36 | Bachelor's in Accounting | Deputy Director | 100,000 baht above | October 31, 2022 | On the Call | 30 minutes |
| 8. | Mr. Jia | M | 26 | Bachelor's in Business | Campaign Analyst | 25,000 – 40,000 baht | November 1, 2022 | On the Call | 35 minutes |
| 9. | Ms. Fai | F | 27 | Bachelor's in Liberal Arts | Flight Attendant | 25,000 – 40,000 baht | November 1, 2022 | On the Call | 35 minutes |
| 10. | Mr. Pond | M | 26 | Bachelor's in Engineer | Real Estate Developer | 25,000 – 40,000 baht | November 2, 2022 | On the Call | 40 minutes |
| 11. | Ms. Noey | F | 29 | Master's in Luxury and Branding | Training and Quality Manager | 60,000 – 80,000 baht | November 1, 2022 | On the Call | 35 minutes |
| 12. | Mr. Geen | M | 27 | Bachelor's in Accounting | Co-Founder & UX/UI Designer | 60,000 – 80,000 baht | November 1, 2022 | On the Call | 35 minutes |

3.2.2 Interview Question

The interview questions are conducted semi-structured because the study has a particular topic about air conditioning, but questions are open-ended and not asked similarly to each interviewee. The primary goal of an in-depth interview is to hear consumers' vital thinking about topics in their own words. The methodology supports an analytical framework because the interview technique allows the researcher to observe the emotion and other reactions or feedback to the questions. This enables the researcher to conclude more precise and realistic. The goal of a conversational interview

is to be as open and adaptable to the interviewee's nature and priorities as possible; during the interview, the interviewer "goes with the flow" (Sociology, n.d.). For research questions, the researcher can prepare questions ahead of time and support interviewees with the freedom to express their opinion. The interview questions adapted from marketing mix (4Ps) and purchasing intention to structure as question detail as shown in table 3.2.

Table 3.2 List of Interview Questions

| No. | Model Component | Sample Interview Question |
|---|-----------------|---|
| 4P's Marketing Mix/ Intention to Purchase | | |
| 1 | Product | What is your ideal of air conditioning? What are the criteria that you are looking for air conditioning? |
| 2 | Price | Is the price a priority concern? What is the reasonable price range of air conditioning that you prefer to purchase? |
| 3 | Place | Do you think the department store can influence you to purchase? Do you think in-store shopping and online shopping are your concern when purchasing air conditioning? |
| 4 | Promotion | Do you think a promotion is one of the key drivers that interest you? Is the Key Opinion Leader the primary concern when purchasing home appliance products? |

3.2.3 Collection of data

Interview sessions were done over a LINE call and ZOOM meeting with all interviewees. The selected communication channel depends on the availability and convenience of the interviewees while using an audio-recorded and prepared for analysis through a process of transcription. Since the interview sessions were performed in Thai, the transcription was translated before the analysis. Transcription involves

translating the sound and speech from the audio recording into a written interview record.

3.2.4 Validity test

The validity test is one method for determining whether or not the interview questions are appropriate for the study's goals and objectives (Holden, 2010). This validity test is similar to content validity but is more subjective and informal. University professors were given question lists to review for appropriateness and whether or not they would help the researcher achieve the research objective. Moreover, the researcher has a family business in the air conditioning industry, which understands the insight of the product while asking about the question to the end-user consumers to see whether the questions listed were understandable. Moreover, the interactions also enable the researcher to assess whether or not probes for each question enable the researcher to receive necessary information.

3.3 Data Analysis

The transcribed interview is one of two common strategies for analyzing qualitative data. The first strategy is to search for recurring patterns or features in the transcribed interview. The second strategy is to observe how people express themselves (Wetherell, Taylor, & Yates, 2001). This study used thematic analysis to identify recurring patterns in the employee interviews. Thematic analysis was conducted in a deductive manner in this study, with coding and theme development based directly on existing concepts or ideas (Braun & Clarke, 2013).

3.4 Limitations of the Study

Since this study is a case study of the air conditioning industry, the first limitation of this study is the generalization of the data. This study's findings may not apply to business industries due to varying consumer demand for each product type. Furthermore, data from the interview may be biased because the interviewee may distort

the information through selective perception, recall error, or a desire to please the interviewer.

In the next chapter, the result will explain the finding from the interview research related to Marketing Mix (4Ps). The output shows how interview results reference each part of a theory.



CHAPTER IV

FINDINGS DISCUSSION

The result of the findings from the interview will be explained according to Marketing Mix (4Ps), including product, price, place, and promotion that build a consumer intention. The result is related to each attribute discussed and linked to an intention to purchase as following topics.

4.1 Marketing Mix (4ps)

4.1.1 Product

To the interviews, air conditioning has become one of the fundamental needs of every household. An intention to purchase from a product point of view has to serve a primary function: changing the room temperature to be more relaxed and comfortable for people in a room. With these needs, the ideal of air conditioning from the consumer's point of view goes in the same direction. The idealize of air conditioning is quite varied in terms of specification, but the core of product purpose is still at the top of mind, providing a calm wind and durability in the long run. It shows the fundamental function of air conditioning.

"The product has to provide a cool wind and be durable in the long run, around five years, with low maintenance," said Mr. Land.

A loud noise from the environment, including air conditioning, is also one of the key concerns when it comes to sleep time because an intention to purchase air conditioning is to create a better environment for sleep. Low noise while the machine is working is a consideration, too, consistent with what the interviewee said;

"The cool wind should cover the area in a room in a short period with low noise," Ms. Noey.

"Durable, Long-lasting, and provides a cool wind without a loud noise," said Ms. Ploy.

"A low noise while using a device, fast cooling, stylish, durable for ten years," said Mr. Jia.

When purchasing a product, consumers also look for a good after service that can solve problems quickly and follow up on the product when it has to be repaired or maintained.

"A fast cooling, durable in the long run with an excellent after service that can follow up the product easily by the maintenance team," said Mr. May.

"An air conditioning has to be very quiet noise and fast cooling wind in a comfortable temperature for sleeping. The product has to be well-known in the market with good service while easy to repair when it is broken," said Mr. Pond.

Moreover, the demand of consumers is changing. The air conditioning brand sees the potential to produce air conditioning that can serve the demand in the market trend, such as PM2.5 filters, COVID-19 filters, a quiet machine working, and high energy saving, etc.

"Air conditioning has to be a high innovation and good design that matches with a room concept style, strong brand credibility that is well-known in the market, as well as a long-lasting for five years above with a durable," said Ms. Fai.

There are various vital concerns in purchasing air conditioning as the price of the product is an amount of money, and consumers have to consider many aspects and predict the product during usage. The critical element to make a purchase decision.

In a former time, people would prioritize the brand as a critical consideration and stick to purchasing in their loyalty brand because they trusted and believed in the brand that serves quality and worthy products to their consumers. Time passed by, and they are several new market entries entered the Thai market. People have brand awareness with many positive end-user reviews, and the product looks stylish. Consumer changed their mind from having brand loyalty to opening up for any brand with no specific brand by considering the worthiness, which means that an innovative function, product quality, and durability are worth to pay.

"I have no specific brand because I have to experience the product first, so I will know if it is good. Then, price, warranty, and after-sales service," said Mr. May.

Mostly, consumers do not know in-depth information about air conditioning, and they tend to find people who can rely on or ask for help, such as those who work or have expertise in this field. To make sure that the product that they purchase will be a product that can be trusted.

"I will ask an expert in the air conditioning field about their opinion and an organic customer review, and I am good with any brand, especially if the brand can offer free maintenance or repair," said Ms. Ploy.

"I do much research before purchase. It is supposed to be a market-leading brand and reliable as a product will last long as I ask for expertise in this field. One of my colleagues worked in the air conditioning brand and asked for insight information," said Mr. Jia.

Lastly, home appliances are the key to electricity usage, which is a payment in the long run. Consumers need to wisely choose the product, not only the excellent product that matches their needs but also looks for energy savings to control the cost of spending every month.

"Energy saving a number 5 label with a high Energy Efficiency Ratio or a number star in the label such as 1, 2, or 3, and I have no specific brand in my mind," said Ms. Pleng.

"I will consider my budget as a primary concern. Energy saving would be important as well as a long run payment which is electricity," said Ms. Fai.

4.1.2 Price

Air conditioning has become a basic need for consumers as Thailand's weather is forcing every household to have it, but when it comes to a high amount to pay, an intention to purchase of consumers needs to consider choosing products wisely. Most interviewees already set the budget for one device to not overspend on the home appliance product. Even nowadays, many innovative technologies uplift product perception, making the product valuable. The product still has a price sensitivity as the home appliance has a fixed design and not including in the luxury goods category. Price still be their primary concern.

"I will look at my budget first and find the product that suits my budget," said Ms. Fai.

"Mainly will be a product price," said Mr. May.

"Of course, I will look at the price first," said Mr. Jeen.

"If another product is cheaper than the one that I am interested in and also has very close features, I will prefer to buy a cheaper one," said Ms. Ploy

"Price is the first thing to consider before every air conditioning feature," said Ms. Razsa.

"I will choose the product that is not over the budget I set," said Ms. Tong.

Most consumers have a price range before searching for a product. The interview result appears that consumer intention toward a budget for purchasing air conditioning has a relative amount corresponding in the same direction.

"It is supposed to be not more than 30,000 baht for one air conditioning in my bedroom," said Ms. Ploy.

"I set the budget to not more than 30,000 baht for my bedroom," said Ms. Pleng.

"I rather buy 20,000 baht and last for 5-6 years than buy 50,000 baht and last for 20 years as the innovation of air conditioning is developing every year," said Mr. Land.

"It should be a reasonable price means that it has to be worth what I paid and last long around 20,000 to 30,000 baht," said Ms. Pream.

"My budget would be around 15,000 to 25,000 baht," said Ms. Tong.

"I set it to not more than 22,000 baht," said Mr. Jeen.

4.1.3 Place

In the past, the department store was a trust mark for consumer intention to purchase from a hard-recruiting brand process such as a brand reputation, pricing, and marketing from merchandising team of the department store to be able to sell products in their place. When time passed, and the COVID-19 pandemic came and changed consumer behavior, people stayed in a place more often. Millennial consumers tend not to visit a department store that much during and after a pandemic, and in-store shopping has become unnecessary. The consequences are not only from the COVID-19 pandemic but also inconvenience from high traffic transportation, and consumers understand the

concept that a high price rental in a department store will charge on a product that they bought means the product that they bought.

"It does not affect my purchase as I barely go to the department store as I do not want to be stuck on the road for a long time," said Mr. Jeen.

"If it is in the past five years, I would prefer to buy it at a department store as it is highly reliable but as time passed, I think it would be the same to buy at a department store or online shopping," said Mr. May.

"I bought an air conditioning from a dealership that I know. As I experience bought an air conditioning once at the department store, they recommended me an unknown brand in the market. It has broken in 2-3 years, and the repair price was pricey," said Ms. Fai.

"The location does not influence me because I mostly shop online," said Ms. Ploy.

"I ordered it via an E-commerce platform as I compared the price at the department store, and it is quite more expensive," said Mr. Pond.

We cannot deny that no one ever experiences online shopping as the E-commerce platform has exponential growth in the Thai market, from their gaining reputation and building trust in consumer makes while the E-commerce platform provides a better deal for the consumer which consumer tend to ordered the air conditioner mostly from Lazada. Consumers not only purchase in a miscellaneous but also become accessible enough for home appliance, smartphone, and luxury goods categories which is quite an amount of money.

"Previous year around 3-4 years, I bought an air conditioning at a department store because it felt trustworthy, but the price in the Lazada (E-commerce platform) draws and attracts me right now. It is cheaper for like 4,000 baht with many reliable end-user reviews," said Mr. Pond.

"I ordered from online shopping, especially in Lazada (E-commerce platform), because of a better deal," said Ms. Tong.

"I do not care to buy it from in-store or online. I can compare the price and check the credibility from both channels, then make a decision based on worthiness," said Ms. Pream.

"I bought it online because of the deal, but I have to find the online store with a high credibility and organic review from a customer," said Mr. May.

4.1.4 Promotion

A promotion becomes significant to drive an intention to purchase become faster and create awareness toward the brand, even switching from one product to another, such as installment service, free installation of air conditioning, free cleaning service, etc. At the same time, a premium gift unrelated to the air conditioning becomes unconvincing, such as bags, fans, portable chargers, etc.

"An installment service and the discount deal would be great, but if it is a portable charger or umbrella, something that is not related to air conditioning. I would not be interested in it," said Ms. Tong.

"I am only interested in a discount price offer. I am not into installment and premium gifts such as bags or fans," said Ms. Razsa.

"Interesting when it is a discount, but for a free premium gift, it was just so-so for me. If the product has a discount more than I am looking for, and they are quite close in style, design, function, and energy saving in the same brand. I will choose the one that is discount," said Ms. Pleng.

"I do like installment service with a discount deal would be great, and free cleaning air conditioning service would be perfect," said Ms. Ploy.

"Very attractive, it will make me want to buy the product faster, but I will not change the brand but into a different product," said Mr. Jia.

"Really interesting me, especially discount and promotion that make it worthier," said Ms. Noey

Key Opinion Leaders (KOL) such as brand ambassadors, celebrities, actors, actresses, social media influencers, brand advocates, and Youtuber are needed to build trust toward the consumer. They have become one of the critical factors in building awareness and creating brand exposure at the brand to be able to be at the top of mind when making decisions of intention to purchase. On the other hand, the consumer knows those brand ambassadors, celebrities, and actors. They are not an end-user or testimonials to speak up about product feedback but tend to listen to an influencer or Youtuber whose expertise is related to the air conditioning category, such as technology,

such as the LDA world, or sustainability, such as Maria Poonlertlarp who can communicate the pain point of the consumer which is factual information from expertise.

"If it is a presenter such as a celebrity, actor, or actress, it will not attract me. However, if there is a well-known person or expertise such as LDA world who is known as a Guru in technology, I will consider doing some research, and word of mouth from people around me would be very helpful to decide," said Mr. Jeen.

"Celebrity and actors are not the end-user or testimonials, it does not show the purpose of product experience, but if they are used, I will be interested. I rather ask my friend, parents, or family instead because I do not trust famous people," said Ms. Pream.

"I do not trust in presenter as a celebrity, actor, or actress. I tend to open for word of mouth from my friend, acquaintance, parent, and family member," said Ms. Tong.

"Influencer, celebrity, or actor can only create exposure and awareness for me to know about the brand. I will do some research by searching on the internet and ask friends," said Mr. May.

"Not interested in celebrities and actors as a presenter but if they are an influencer known as an advocate related in a field such as Maria Poonlertlarp, who is known as a sustainability advocate. It may be can relate to carbon footprint," said Ms. Ploy.

"I believe and trust in word of mouth from end-user who experience or buy a product," said Mr. Jia.

The next chapter will provide the conclusion of this study, as well as recommendations and limitations for further studies on this topic.

CHAPTER V

CONCLUSION

This study can help clarify some aspects of intentions to purchase air conditioning for Millennials. This chapter provides recommendations for developing and acquiring an air conditioning device.

5.1 Recommendations

The home appliance is a virtual device that uses in every household. Air conditioning has become an essential device, especially in Thai weather. The recommendation that can draw an intention to purchase air conditioning for Millennial by applying the finding into a practical solution as follows;

Step 1: Research the product in the market and the market itself

As with many brands, research on the product's strengths and weakness are crucial to finding the most suitable product for the consumer. Research more on the upcountry, and this research has a limitation only at the Bangkok and metropolitan location. The investor should understand the brand strategy and marketing in Thailand with enough product exposure to compete in the Thai market.

Step 2: Selecting the brand

To select the product, the product should have high credibility from a brand reputation and word of mouth to create trust toward a consumer. The warranty for the product should be more than five years. The device should provide an excellent service that can provide fast repair and maintenance. The product range should be around 20,000 to 30,000 baht which already includes all the expenses such as installation and accessories for installation service, which has to be affordable, as the price range is quite sensitive.

Step 3: Selecting the product line

As consumer demand in vary but, selecting the priority of the product should be a big concern by selecting the product from the essential function such as energy-saving and

durability, which can also help the environment, the product has to provide a quiet wind and fast cooling during the engine is started. The product should have a feature that matches the current situation, such as a PM2.5 filter or COVID-19 filter, to serve the current situation and draw attention. Lastly, the product should have a stylish design that matches any type of room.

Step 4: Marketing and Promotion

An air conditioning should provide an exclusive deal related to the air conditioning to draw attention, such as free installation of air conditioning, installment service, or discount deal.

Step 5: Location

When it comes to the Millennial generation, they do not consider purchasing at a department store that much. It could be an E-commerce platform, but the shop should be reliable and trustworthy.

Step 6: Acquiring the product

The company should acquire the product in 50% of the product forecast, resulting in product demand while not taking too much risk in the product.

5.2 Conclusions

This research study finds critical factors that can affect selecting the air conditioning of consumer decision. In order to determine the factors that can influence consumers to purchase air conditioning, the research topic is “Effect of Marketing Mix (4Ps) on the intention to purchase air conditioning in Millennials”. The authors collected data using qualitative research to understand the consumer insight and consumer perception toward the product from interviewees. This Research used a telephone interview as a communication channel by interviewing a consumer who bought air conditioning, millennials born between 1981-1996 at 26-41 years old. Who work in any field and position with a salary starting from 25,000 baht. By interviewing this group, the author can receive in-depth information and answer the question on this topic.

The author analyzed the data based on the literature review by interviewing the 11 interviewees using the Marketing Mix (4Ps), Product Price, Place, and Promotion that can create an intention to purchase air conditioning in Millennials.

For the Product, from the consumer's point of view can conclude that the ideal air conditioning has to provide a cool wind that can cover the room area that will not create a loud noise to distract during sleep time or use time. The product should be durable in the long run, and an excellent after-service team can quickly solve the problem and repair the air conditioning quickly with an additional feature that can make a better atmosphere in a room, such as the COVID-19 filter, PM 2.5 filter, or high energy saving.

When consumers decide to buy a product, they will have criteria that they will use to determine which product is best for them. It can be any brand in the market as they do not have a specific brand. They asked end-users about their personal experience with the product brand, such as friends, family members, or colleagues. Research the organic review on social media to find the comment and results of product usage. If a consumer knows people who work in this field, they will ask for insight into the brand quality to confirm that the product they want to buy is worth purchasing from an expert. Lastly, they will consider the long-run spending, which is electricity usage of air conditioning. The product should be energy-saving to ensure that consumers will not spend too much on their electricity bills.

Price becomes a critical decision of consumers when purchasing air conditioning as the product only provides a fundamental purpose: to create a cool wind in a room. Even nowadays, many brands come up with luxurious and stylish designs with innovative functions, but the consumer still considers the price a primary concern by setting up the budget before deciding to look for air conditioning to not overspend on air conditioning. The range price of air conditioning is around 20,000 baht to 30,000 baht per unit of air conditioning for a bedroom.

For the Place, consumers tend not to go to the department store as the department store will charge for the product that they purchased. Plus, consumers believe buying in-store is unnecessary and inconvenient from high-traffic transportation. On the other hand, the online platform, especially the E-commerce platform, becomes consumer top of mind as E-commerce becomes more reliable and the deal is cheaper than another selling channel.

Promotion is significant to draw a consumer's attention and drive the purchasing decision faster, even switching from one product to another by using discount deals, installment service, free installation of air conditioning, free cleaning service, etc. On the other hand, a premium gift that is unrelatable cannot draw attention from consumers, such as an umbrella, bag, or portable charger. Key Opinion Leader (KOL) becomes one of the essential

tools to create brand awareness and exposure toward consumers to be at the top of their minds. However, brand ambassadors, celebrities, or actors cannot build trust with consumers as consumers believe they are not end-user or testimonials of the brand. On the other hand, consumers tend to listen to an influencer or Youtuber whose expertise is related to air conditioning, such as technology as the LDA World, or sustainability as Maria Poonlertlarp, which can communicate and help the pain point of the consumer, which is the factual information from expertise.

In conclusion, the result from the interview appears that several factors affect the intention to purchase air conditioning for Millennials. Each factor has a different aspect and decision. Applying the Marketing Mix framework shows the consumer perception and understanding of consumer behavior toward the air conditioning industry in the Thai market. This result provides the finding and results which can be beneficial to a home appliance category, especially air conditioning to apply the result and forecast the consumer demand, especially in Millennials. Likewise, the information from this research can use to develop, implement, and plan for an air conditioning trend and build a strategy to suit the consumer.

5.3 Limitations of the study

This paper is conducted on a few consumer groups who bought air conditioning were millennials born between 1981-1996 at 26-41 years old. Consumers in any field and position have a salary starting from 25,000 baht and are currently living in Bangkok and the Metropolitan area. On the other hand, this research is not focusing on a different target group of consumers. The research may appear to result in another aspect of consumer decisions and opinions, such as Generation X, Baby Boomers Generation, upper country, and income.

To conclude this study, remember that our minds do not work in steps, and so do the intentions that formulate in our minds. The theory is another way to conceptualize and rationalize our intention, but in reality, our mind is so much more complex to be explained by one theory alone. The world is changing rapidly. We must be aware of and adapt the company to stay in the disruptive world by understanding consumers and providing goods that serve consumers' demands.

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APPENDICES

Appendix A: Product

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|--|-----------|-------------|
| 1. | Product | "The product has to provide a cool wind and be durable in the long run, around five years, with low maintenance." | Mr. Land | Interviewed |
| | | "It should filter a dust and make a fresh air, self-cleaning, reasonable price, last-long product" | Ms. Pream | Interviewed |
| | | "The size should not be that big with the number 5 label, reasonable price." | Ms. Tong | Interviewed |
| | | "A stylish design, high quality, last-long for around 10 years, and maintenance in a life-cycle if any parts need to be repaired." | Ms. Razsa | Interviewed |
| | | "A fast cooling, durable in the long run with an excellent after service that can follow up the product easily by the maintenance team." "I have no specific brand because I have to experience the product first, so I will know if it is good. Then, price, warranty, and after-sales service," | Mr. May | Interviewed |
| | | "Energy saving a number 5 label with a high Energy Efficiency Ratio or a number star in the label such as 1, 2, or 3, and I have no specific brand in my mind, | Ms. Pleng | Interviewed |
| | | "Durable, Long-lasting, and provides a cool wind without a loud noise." "I will ask an expert in the air conditioning field about their opinion and an organic customer review, and I am good with any brand, especially if the brand can offer free maintenance or repair," | Ms. Ploy | Interviewed |
| | | "A low noise while using a device, fast cooling, stylish, durable for ten years." | Mr. Jia | Interviewed |

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|---|-----------|-------------|
| | | <p>"I do much research before purchase. It is supposed to be a market-leading brand and reliable as a product will last long as I ask for expertise in this field. One of my colleagues worked in the air conditioning brand and asked for insight information,"</p> | | |
| | | <p>"Air conditioning has to be a high innovation and good design that matches with a room concept style, strong brand credibility that is well-known in the market, as well as a long-lasting for five years above with a durable."</p> <p>"I will consider my budget as a primary concern. Energy saving would be important as well as a long run payment which is electricity,"</p> | Ms. Fai | Interviewed |
| | | <p>"An air conditioning has to be very quiet noise and fast cooling wind in a comfortable temperature for sleeping. The product has to be well-known in the market with good service while easy to repair when it is broken."</p> | Mr. Pond | Interviewed |
| | | <p>"The cool wind should cover the area in a room in a short period with low noise."</p> | Ms. Noey | Interviewed |
| | | <p>"Reasonable price, energy saving, and fast cooling."</p> | Mr. Geen | Interviewed |

Appendix B: Price

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|--|-----------|-------------|
| 2. | Price | "I rather buy 20,000 baht and last for 5-6 years than buy 50,000 baht and last for 20 years as the innovation of air conditioning is developing every year," | Mr. Land | Interviewed |
| | | "It should be a reasonable price means that it has to be worth what I paid and last long around 20,000 to 30,000 baht," | Ms. Pream | Interviewed |
| | | "I will choose the product that is not over the budget I set," "My budget would be around 15,000 to 25,000 baht," | Ms. Tong | Interviewed |
| | | "Price is the first thing to consider before every air conditioning feature," | Ms. Razsa | Interviewed |
| | | "Mainly will be a product price," | Mr. May | Interviewed |
| | | "I set the budget to not more than 30,000 baht for my bedroom," | Ms. Pleng | Interviewed |
| | | "If another product is cheaper than the one that I am interested in and also has very close features, I will prefer to buy a cheaper one," "It is supposed to be not more than 30,000 baht for one air conditioning in my bedroom," | Ms. Ploy | Interviewed |
| | | "It is beneficial but it will not make me change a brand," | Mr. Jia | Interviewed |
| | | "I will look at my budget first and find the product that suits my budget," | Ms. Fai | Interviewed |
| | | "I set the budget to not more than 25,000 baht for my bedroom," | Mr. Pond | Interviewed |
| | | "It is very helpful, if the promotion is attractive; discount and gift." | Ms. Noey | Interviewed |

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|---|-----------|-------------|
| | | <p>"Of course, I will look at the price first,"</p> <p>"I set it to not more than 22,000 baht,"</p> | Mr. Geen | Interviewed |



Appendix C: Place

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|---|-----------|-------------|
| 3. | Place | "I preferred to buy a place that is cheap and reliable," | Mr. Land | Interviewed |
| | | "I do not care to buy it from in-store or online. I can compare the price and check the credibility from both channels, then make a decision based on worthiness," | Ms. Pream | Interviewed |
| | | "I ordered from online shopping, especially in Lazada (E-commerce platform), because of a better deal," | Ms. Tong | Interviewed |
| | | "I always purchase via online" | Ms. Razsa | Interviewed |
| | | "If it is in the past five years, I would prefer to buy it at a department store as it is highly reliable but as time passed, I think it would be the same to buy at a department store or online shopping," "I bought it online because of the deal, but I have to find the online store with a high credibility and organic review from a customer," | Mr. May | Interviewed |
| | | "Place is not important to me, if it comes with purchasing air conditioning." | Ms. Pleng | Interviewed |
| | | "The location does not influence me because I mostly shop online," | Ms. Ploy | Interviewed |
| | | "I think it is the same whether I buy at an online or walk-in store." | Mr. Jia | Interviewed |
| | | "I bought an air conditioning from a dealership that I know. As I experience bought an air conditioning once at the department store, they recommended me an unknown brand in the market. It has broken in 2-3 years, and the repair price was pricey," | Ms. Fai | Interviewed |
| | | "I ordered at Lazada (E-commerce platform) as I compared the price at the | Mr. Pond | Interviewed |

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|--|-----------|-------------|
| | | <p>department store, and it is quite more expensive,"</p> <p>"Previous year, around 3-4 years, I bought an air conditioning at a department store because it felt trustworthy, but the price in the E-commerce platform draws and attracts me right now. It is cheaper for like 4,000 baht with many reliable end-user reviews,"</p> | | |
| | | <p>"I have been to the home appliance fair, but compared with Lazada (E-commerce platform), the price is lower when it is online."</p> | Ms. Noey | Interviewed |
| | | <p>"It does not affect my purchase as I barely go to the department store as I do not want to be stuck on the road for a long time,"</p> | Mr. Geen | Interviewed |

Appendix D: Promotion

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|---|-----------|-------------|
| 4. | Promotion | "Celebrity and actors are not the end-user or testimonials, and it does not show | Mr. Land | Interviewed |
| | | "Celebrity and actors are not the end-user or testimonials, it does not show the purpose of product experience, but if they are used, I will be interested. I rather ask my friend, parents, or family instead because I do not trust famous people," | Ms. Pream | Interviewed |
| | | "An installment service and the discount deal would be great, but if it is a portable charger or umbrella, something that is not related to air conditioning. I would not be interested in it," "I do not trust in presenter as a celebrity, actor, or actress. I tend to open for word of mouth from my friend, acquaintance, parent, and family member," | Ms. Tong | Interviewed |
| | | "I am only interested in a discount price offer. I am not into installment and premium gifts such as bags or fans," | Ms. Razsa | Interviewed |
| | | "Influencer, celebrity, or actor can only create exposure and awareness for me to know about the brand. I will do some research by searching on the internet and ask friends," | Mr. May | Interviewed |
| | | "Interesting when it is a discount, but for a free premium git, it was just so-so for me. If the product has a discount more than I am looking for, and they are quite close in style, design, function, and energy saving in the same brand. I will choose the one that is discount," | Ms. Pleng | Interviewed |
| | | "I do like installment service with a discount deal would be great, and free | Ms. Ploy | Interviewed |

| No. | Core Element | Supported Code Date | Informant | Data Type |
|-----|--------------|---|-----------|-------------|
| | | <p>cleaning air conditioning service would be perfect,"</p> <p>"Not interested in celebrities and actors as a presenter but if they are an influencer known as an advocate related in a field such as Maria Poonlertlarp, who is known as a sustainability advocate. It may be can relate to carbon footprint,"</p> | | |
| | | <p>"Very attractive, it will make me want to buy the product faster, but I will not change the brand but into a different product,"</p> <p>"I believe and trust in word of mouth from end-user who experience or buy a product,"</p> | Mr. Jia | Interviewed |
| | | <p>"Installment service will help me manage my money better; free installation or cleaning air conditioning would be interesting."</p> | Ms. Fai | Interviewed |
| | | <p>"Presenter will make me see the brand. Then I will look at the product information."</p> | Mr. Pond | Interviewed |
| | | <p>"Really interesting me, especially discount and promotion that make it worthier,"</p> | Ms. Noey | Interviewed |
| | | <p>"If it is a presenter such as a celebrity, actor, or actress, it will not attract me. However, if there is a well-known person or expertise such as LDA world who is known as a Guru in technology, I will consider doing some research, and word of mouth from people around me would be very helpful to decide,"</p> | Mr. Geen | Interviewed |