



**THE IMPACT OF 4PS THE MARKETING STRATEGY ON THAI
CONSUMERS' PURCHASING DECISION OF PANASONIC AIR
CONDITIONING**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2024



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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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Date: 7 / 11 / 2024

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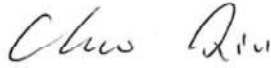
Date..... 8 / 3 / 2025

Title: The Impact of 4Ps the Marketing Strategy on Thai Consumers' Purchasing Decision of Panasonic Air Conditioning

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Major: International Business Administration

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..... 7 . 11 . 2024

ABSTRACT

In today's society, environmental awareness is increasing, and green consumption has become a topic of increasing concern for global consumers. Panasonic air conditioning has a certain level of popularity in the Thai market, aiming to meet the demand of Thai consumers for environmentally friendly products, enhance brand image and market share through the launch of products and the 4Ps marketing strategy. The objective of this study was to explore the impact of product factors, price factors, promotion factors and place factors on Thai consumers' purchasing decision of Panasonic air conditioning.

This study used the quantitative research method for analysis. The respondents were 210 Panasonic air conditioning users, and the random sampling method was used. The statistical analysis methods used for data analysis included descriptive statistical analysis, correlation analysis, and regression analysis. Through data analysis using SPSS 26, this study concluded that product quality, reasonable pricing, convenient purchasing locations, and effective promotional activities all significantly impact consumers' purchasing decision. Specifically, high-quality products enhance customer satisfaction, reasonable prices increase purchase willingness, and attractive promotions effectively capture consumers' attention.

In conclusion, this study demonstrates that product quality, reasonable pricing, convenient purchasing locations, and effective promotional activities all significantly

impact Thai consumers' purchasing decisions regarding Panasonic air conditioning. By understanding these factors, Panasonic can tailor its marketing strategies to better meet the needs and preferences of Thai consumers.

Keywords:4Ps marketing strategy, consumers' decision-making, Thai market, air conditioning



ACKNOWLEDGMENTS

First of all, I would like to thank my supervisor for his careful guidance and valuable suggestions in the selection of independent study topic, research methods and writing process. With his help, I was able to understand the 4Ps marketing strategy more deeply and apply it to the research on the Panasonic brand's air conditioners.

Secondly, I would like to thank The Panasonic brand's air conditioners for providing valuable data and information, which enabled me to conduct an in-depth analysis of the 4Ps marketing strategy of Panasonic air conditioning. Special thanks to the staff of the Panasonic brand offers Panasonic air conditioners 's marketing department, who provided a lot of help and support during my independent study and data collection.

At the same time, I would like to thank all the teachers and students of Siam University. During the writing process of the independent study, everyone's discussions and suggestions inspired me a lot, enabling me to continuously improve and improve my research.


Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

Liu MingZhe

DECLARATION

I, *Liu MingZhe*, hereby certify that the work embodied in this independent study entitled “The Impact of 4Ps the Marketing Strategy on Thai Consumers' Purchasing Decision of Panasonic Air Conditioning” is result of original research and has not been submitted for a higher degree to any other university or institution.



Liu MingZhe

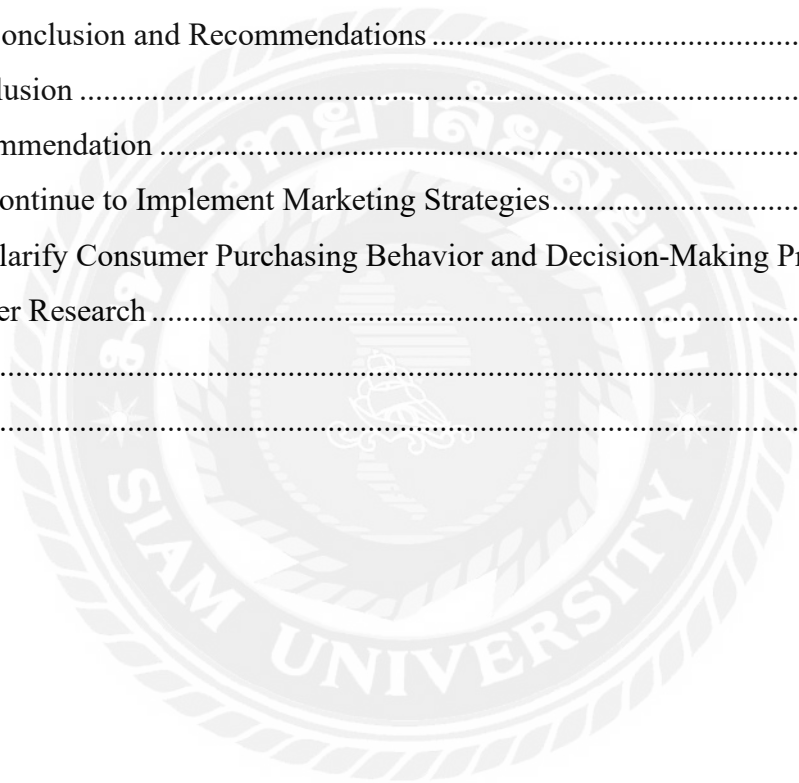
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Nov. 6, 2024

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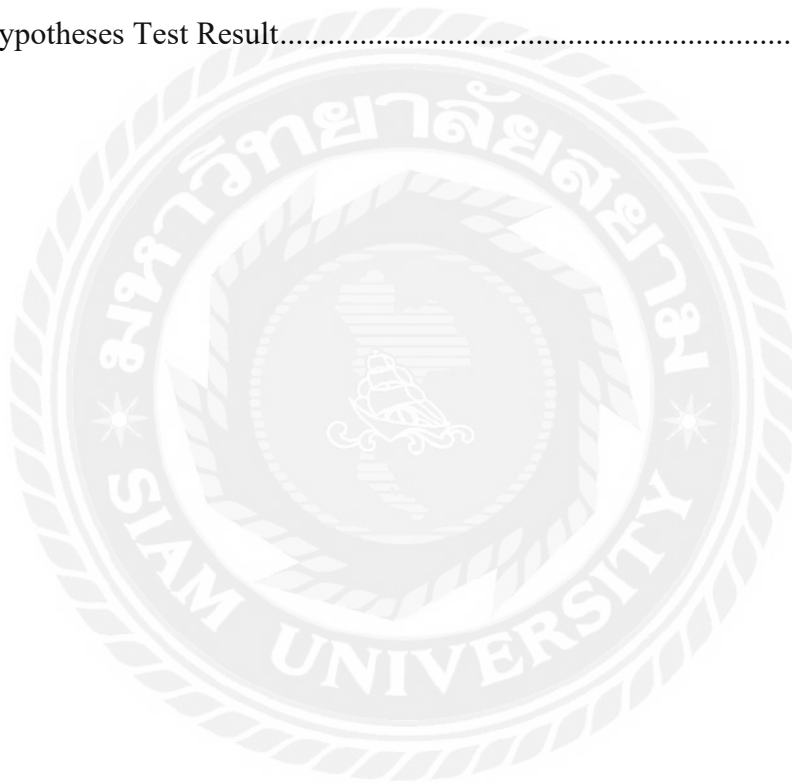
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Chapter 1 Introduction

1.1 Background of this Study

In today's society, environmental awareness is increasing day by day. With the increasing global resource scarcity and environmental pollution problems, the 4Ps marketing strategy as an environmental concept has gradually been valued by people (Cabigiosu, 2022). 4Ps marketing strategy refers to the use of environmentally friendly technologies and materials by enterprises in various stages of product production, packaging, sales, and after-sales service to reduce resource waste and environmental pollution, thereby achieving a win-win situation of economic and environmental benefits, while meeting the needs of consumers for environmentally friendly products and corporate social responsibility. In the field of electrical products, the practice of 4Ps marketing mainly includes measures such as improving product energy efficiency, reducing product energy consumption, reducing the use of toxic and harmful substances, and strengthening the recycling and utilization of waste electrical appliances (Hosoya, 2020; Bahl & Chandra, 2018).

In recent years, with the popularization of green consumption concepts and government policy support for the environmental protection industry, the 4Ps marketing strategy of electrical products has gradually received attention (Hosoya, 2020). In the fiercely competitive market, more and more electrical companies are realizing the connection between environmental protection and sustainable development, and have launched products that conform to the concept of the 4Ps marketing strategy to enhance their corporate image and market competitiveness (Pitri & Gunarto, 2020). As one of the essential consumer goods for every household, the waste and pollution generated during the production, use, and treatment of electrical products have increasingly become the focus of environmental protection (Bahl & Chandra, 2018). Therefore, 4Ps marketing of electrical products is particularly important in this context.

This study is focuses on at Panasonic, a well-known electrical appliance manufacturer, which also recognizes the importance of the 4Ps marketing strategy and meets consumer demand for environmental protection by launching green products and 4Ps marketing strategy. And the place of this study - Thailand, due to its geographical place and climate conditions, there is a relatively high demand for some electrical appliances, and there is an increasing emphasis on green consumption. The demand for environmentally friendly products among local consumers in Thailand is also constantly increasing. Panasonic air conditioning has a certain level of popularity in the Thai market, aiming to meet the demand of Thai consumers for environmentally friendly products, enhance brand image and market share through the launch of green products and the 4Ps marketing strategy.

However, the current implementation of the 4Ps marketing strategy in Thailand still faces some challenges, such as limited consumer awareness of products and doubts about the effectiveness and credibility of the 4Ps marketing strategy, which makes market promotion difficult. In addition, implementing the 4Ps marketing strategy requires increasing research and development costs, renovating production lines, and searching for environmentally friendly materials, which have high costs and pose certain pressure on enterprise operations. The lifecycle of electrical products is long, and there are also problems with the disposal of waste products. It is necessary to strengthen research on recycling and waste treatment technologies. Firstly, consumers have limited awareness of green products and question the effectiveness and credibility of the 4Ps marketing strategy, leading to difficulties in market promotion (Khayru et al., 2021). Secondly, electrical enterprises need to increase research and development costs, renovate production lines, and search for environmentally friendly materials when implementing the 4Ps marketing, which results in high costs and puts certain pressure on their operations. Furthermore, the lifecycle of electrical products is relatively long, and there are still challenges in their disposal after disposal. It is necessary to strengthen research on recycling and waste treatment technologies.

Therefore, this study aims to explore the attitudes and behaviors of Thai consumers as revealed to the 4Ps marketing strategy when purchasing Panasonic air conditioning, providing reference for the promotion of Panasonic air conditioning in the Thai market. By studying the practices of Thai consumers in purchasing Panasonic air conditioning, not only can Panasonic provide reference for brand promotion and marketing strategies in the Thai market, but it can also help understand the awareness and needs of Thai consumers for environmentally friendly products, and promote the popularization and environmental awareness.

1.2 Questions of this Study

Based on the above facts, the questions raised in this study are as follows:

1. What is the impact of product factors on Thai consumers' purchasing decision of Panasonic air conditioning?
2. What is the impact of price factors on Thai consumers' purchasing decision of Panasonic air conditioning?
3. What is the impact of promotion factors on Thai consumers' purchasing decision of Panasonic air conditioning?
4. What is the impact of sale place factors on Thai consumers' purchasing decision of Panasonic air conditioning?

1.3 Objectives of this Study

- 1) To explore the impact of product factors on Thai consumers' purchasing

decision of Panasonic air conditioning.

2) To explore the impact of price factors on Thai consumers' purchasing decision of Panasonic air conditioning.

3) To explore the impact of promotion factors on Thai consumers' purchasing decision of Panasonic air conditioning.

4) To explore the impact of sale place factors on Thai consumers' purchasing decision of Panasonic air conditioning.

1.4 Significance of this Study

1.4.1 Theoretical Significance

This study explores the impact of the 4Ps marketing strategy (Product, Price, Place, and Promotion) on the purchasing decisions of Thai consumers regarding Panasonic air conditioning units. By examining these elements, the study contributes to the existing literature on consumer behavior and marketing strategies within the context of the Thai market. It enhances our understanding of how specific marketing mix elements can influence consumer choices, providing a framework for future studies in both marketing and consumer behavior.

1.4.2 Practical Significance

From a practical perspective, the results of this study have important implications for marketing practitioners, especially those working with Panasonic or similar brands in Thailand. Understanding how each element of the impact of 4Ps on consumer purchasing decisions allows marketers to tailor their strategies more effectively, ensuring they meet the preferences and needs of their target audience. This knowledge can inform product development, pricing strategies, distribution channels, and promotional activities, ultimately leading to increased sales and brand loyalty. Additionally, the insights gained from this research can help Panasonic optimize its marketing efforts, improve customer satisfaction, and enhance its competitive position in the Thai air conditioning market.

1.5 Scope of this Study

This study utilized the 4Ps marketing strategy theory to explore factors influencing consumer purchasing decision of Panasonic air conditioners in Bangkok. A quantitative research method was employed, primarily involving a questionnaire survey targeted at consumers of Panasonic air conditioning units. The questionnaire was distributed in August 2024, with a distribution cycle of two weeks. A total of 210 questionnaires were distributed using a random sampling method. The questionnaire focused on key factors that affect purchasing decisions, including product quality, promotion, pricing, and the place sale.

In conducting this research, a comprehensive literature review was performed, examining approximately 30 relevant articles published from 2015 to 2023. This literature review provided a solid theoretical foundation for understanding the dynamics of consumer behavior in relation to the 4Ps marketing strategy. Therefore, this study aims to gather valuable insights into how these marketing factors impact consumer choices, contributing to a deeper understanding of the market for Panasonic air conditioners in Thailand.

1.6 Definition of Key Terms

Product

Definition: In the 4Ps marketing strategy, product design takes into account environmental factors, such as using sustainable materials, reducing waste, and ensuring energy efficiency.

Price

Definition: Price strategies involve setting prices that reflect the environmental benefits of products, typically balancing the cost of sustainable production with the willingness of consumers to pay for environmentally friendly products.

Place

Definition: This refers to distribution channels used to provide consumers with sale products, emphasizing environmentally friendly logistics, reducing carbon footprint in transportation, and availability in environmentally friendly retail environments.

Promotion

Definition: Promotion involves marketing communication, emphasizing the environmental benefits of products, educating consumers about sustainability, and encouraging environmentally responsible purchasing behavior.

Consumer's purchasing decision

Definition: Consumer purchasing decision refers to the process through which individuals identify their needs, evaluate options, and ultimately choose a product or service. Understanding consumer purchasing decision is crucial for businesses as it helps them tailor their marketing strategies to meet consumer needs and preferences effectively.

Chapter 2 Literature Review

2.1 Introduction

Chapter 2 mainly covers a literature review on the 4Ps marketing strategy and purchasing decision, and specifically explores Panasonic air conditioning's current situation and strategies. Through a review of relevant theories and research, this chapter aims to construct a systematic research framework, as well as a theoretical review theory as a reference for literature related to marketing strategy to guide subsequent empirical analysis.

2.2 4Ps Marketing Strategy

2.2.1 Overview of 4Ps Marketing Strategy

The 4Ps marketing strategy refers to a framework that companies use to plan their marketing activities. It includes four key components: Product, Price, Place, and Promotion (Shafaat & Sultan, 2012; Kumar, 2015; Siagian et al., 2022; Bagali et al., 2024). The 4Ps marketing strategy plays a crucial role in guiding companies to align their products and practices with the growing demand for sustainability. In this strategy, product design considers environmental factors, involving the use of sustainable materials, reducing waste, and ensuring energy efficiency. Companies recognize that by focusing on these aspects, they create products that not only appeal to eco-conscious consumers but also contribute positively to the environment (Hosoya, 2020; Bahl & Chandra, 2018). Price strategies involve setting prices that reflect the environmental benefits of the products. This means that companies consider the costs associated with sustainable production while also evaluating the willingness of consumers to pay for eco-friendly options. By establishing a fair price point, companies aim to encourage more consumers to choose sustainable products. Place refers to the distribution channels that companies use to provide consumers with products for sale. Companies emphasize environmentally friendly logistics, aiming to reduce the carbon footprint associated with transportation (Kumar et al., 2014). They also seek to make their products available in retail environments that align with sustainable practices. Promotion involves marketing communication that highlights the environmental benefits of the products (Singh & Abidi, 2021). Companies use various strategies to educate consumers about sustainability, thereby encouraging environmentally responsible purchasing behavior. Loo and Leung (2018) proposed a theoretical framework that adapts the traditional marketing mix to address service failures in the hospitality industry. Companies aimed to balance the costs of sustainable production with the willingness of consumers to pay for greener options. This careful

pricing strategy encouraged more consumers to choose environmentally friendly products. And the 4Ps marketing strategy effectively guided companies in aligning their products and practices with the increasing demand for sustainability in the market.

Asdi & Putra (2020) conducted an empirical study to explore how the marketing mix, specifically the 4Ps—Product, Price, Place, and Promotion—affects consumer buying decisions for Samsung smartphones. The study reveals that each element of the marketing mix plays a crucial role in shaping consumer perceptions and preferences. High-quality products, competitive pricing, effective promotional strategies, and convenient distribution channels are identified as key factors that significantly influence the decision-making process of consumers. The findings suggest that brands must carefully integrate these components to enhance customer engagement and drive sales. Aung (2023) explored how the marketing mix influences customer satisfaction and retention in the context of Mitsubishi Electric air conditioners. The study uses a quantitative approach to assess the effectiveness of various elements of the marketing mix, specifically focusing on how they affect consumer perceptions and loyalty. The findings indicate that a well-structured marketing mix can enhance customer satisfaction and encourage repeat purchases, thereby reinforcing brand loyalty. Yusiana et al. (2020) examined the implementation of green marketing through the lens of the 4Ps. This research emphasizes the importance of creating a sustainable marketing mix that includes eco-friendly products, pricing strategies, promotion methods, and distribution channels. The authors argue that a green marketing mix can positively influence consumer preferences and purchasing decisions, especially in the air conditioning sector, where environmental concerns are becoming increasingly significant. Thwala and Slabbert (2018) investigated the effectiveness of the marketing mix in the hospitality industry, specifically focusing on guesthouses. Their study demonstrates that aligning the marketing mix with customer expectations significantly impacts satisfaction and retention. By analyzing the traditional 4Ps, the authors highlight how each element contributes to a holistic guest experience, emphasizing the need for tailored marketing strategies in the hospitality sector.

Saha (2019) conducted a case study on ACI Coil to evaluate the relationship between the marketing mix and sales performance. This research underscores the significance of the 4Ps in driving sales in the FMCG industry. By analyzing how product quality, pricing strategies, distribution channels, and promotional tactics affect consumer behavior, Saha concludes that a cohesive marketing mix is essential for enhancing sales performance and achieving business objectives. Most consumers are willing to pay a higher price if they believe that additional products are valuable. 4Ps marketing strategy is a marketing strategy in which enterprises focus on environmental protection, energy conservation, low-carbon, and sustainable development in the process of product design, production, sales, and marketing, in order to reduce the impact on the environment, enhance brand image and market competitiveness. Its characteristics include emphasizing environmental protection, sustainability, and social responsibility, promoting product innovation and green production, emphasizing consumer health and environmental issues, enhancing corporate brand image and market competitiveness (Hosoya, 2020; Bahl & Chandra, 2018). By means of green

packaging, environmental promotion, green activities, and green product certification, enterprises can attract consumers with increasing environmental awareness, establish a good image, and enhance their market position. With the popularization of environmental awareness, 4Ps marketing strategy will become the mainstream trend in the future market. Therefore, as a key to sustainable development, environmental marketing requires all marketing activities that are sensitive to environmental protection (Singh & Abidi, 2021).

2.2.2 4Ps Marketing Strategy Concept

The 4Ps marketing is a business strategy concept with the following objectives:

1) Meet the needs of consumers for environmentally friendly products and services, and adapt the company's behavior to today's social and environmental values.

2) Realize the company's economic goals and making the company aware that achieving these economic goals does not hinder the achievement of environmental goals.

3) Achieve these goals by minimizing environmental damage.

This value can be increased by improving performance, functionality, design, visual appeal, or taste. The benefits brought by the environment are usually an additional advantage, but they are often the determining factor between the comparative value and quality of products and those of competitors. The prices of green products mostly require consumers to pay additional costs as a form of more environmentally friendly quality products. Deciding when and where to offer a product has a significant impact on attracting customers (Bagali et al., 2024). Only a few consumers are interested in purchasing green products. The place must also match the desired image of the company. The position of the company must distinguish it from its competitors. This can be achieved through in store promotions, attractive visual displays, or the use of recycled materials to emphasize environmental and other advantages (Priti, 2021; Brinkmann & Bhatiasevi, 2023). Smart green marketers will be able to enhance environmental credibility by using sustainable marketing and communication tools and practices. The key to a successful 4Ps marketing strategy mix is credibility.

2.3 Consumer Purchasing Decision

Consumer purchasing decision is a problem-solving process carried out to achieve goals. The decisions of consumers are closely related to the information they possess and various factors influenced by their knowledge of the products they purchase (Shafaat & Sultan, 2012; Kumar, 2015; Siagian et al., 2022; Bagali et al., 2024). The consumer decision-making model will start with consumers having a demand for the product they want to purchase, and then after consumers realize that their demand is part of problem-solving, they will seek information to satisfy their understanding of the desired product (Kumar et al., 2014). Essentially, consumer decision-making is an integrated process that combines knowledge to evaluate two or more alternative options

and select one of them (Muchsinati & Le-Xuan, 2024). "Consumer decision-making involves a process in which consumers identify problems, find solutions, evaluate options, and choose between them" (Cabigiosu, 2022). Research has shown that products and price have a significant positive impact on purchase intention, highlighting the importance of these factors in 4Ps marketing strategy. However, there is no significant correlation between sale place and promotions and consumer design-making, indicating that their impact on consumer behavior may be limited. In addition, the significant correlation between 4Ps indicates the interdependence of these factors in the context of the 4Ps marketing strategy. When purchasing products, consumers will choose products based on their own needs and desires. Consumer evaluation of product advantages and benefits can influence consumer purchases of these products (Srivastava, 2013; Bagali et al., 2024). Consumers will attempt to achieve maximum satisfaction and then continue to make long-term purchases. To determine whether the 4Ps marketing strategy meets the standards, it can be viewed through the dimensions included (Hosoya, 2020). Seeing many companies competing to use 4Ps marketing strategy to attract consumers to purchase their products, each company needs to have a competitive strategy to enhance the environmental friendliness of their products.

The public is increasingly aware of the importance of choosing products that are environmentally friendly and have the least negative impact on health (Brinkmann & Bhatiasevi, 2023). Therefore, Panasonic air conditioning is committed to improving life by supporting healthy living functions. The increase in environmental awareness has made more and more companies willing to take on environmental responsibilities and implement a new 4Ps marketing strategy system.

2.4 Current Status of Panasonic Air Conditioning's 4Ps Marketing Strategy

With increasing awareness of environmental issues and growing demand for sustainable products, the company is adopting the 4Ps marketing strategy to meet the ever-changing needs of consumers. As a leading electronics company, Panasonic also integrates the 4Ps marketing practices into its product offerings. This study explores Panasonic air conditioning's 4Ps marketing strategy from the perspective of the 4Ps (product, price, place, and promotion).

Product

Panasonic focuses on developing environmentally friendly electronic products that are efficient, energy-saving, recyclable, and made from sustainable materials. For example, Panasonic has launched a series of energy-efficient air conditioners that consume less energy and emit fewer greenhouse gases (Abdelkafi & Pero, 2018). These products not only reduce consumers' carbon footprint, but also help to save

energy costs in the long term. Panasonic air conditioning has also launched products made from recycled materials, such as their environmentally friendly batteries and solar panels.

Price

In terms of pricing, compared to traditional products, Panasonic positions its products at high-end price points. This is because products typically have higher production costs due to the use of sustainable materials and energy-saving technologies. However, Panasonic also offers incentives and discounts to encourage consumers to purchase products, such as rebates for installing solar panels or energy-saving appliances.

Place

Panasonic makes its products easily accessible to consumers through various distribution channels. These products can be purchased at Panasonic 's own retail stores, online retailers, and third-party distributors. By making products easily accessible, Panasonic encourages consumers to make sustainable choices when purchasing electronic products.

Promotion

Panasonic actively promotes its products through various marketing channels, such as advertising, social media, and collaborations with environmental organizations (Abdelkafi & Pero, 2018). They communicate the benefits of their products, such as energy conservation, reduced environmental impact, and sustainability. Panasonic also educates consumers on the importance of degreenification and how they can have a positive impact by choosing environmentally friendly products.

In summary, Panasonic 's 4Ps marketing strategy for electronic products is consistent with the growing demand for environmentally friendly solutions from consumers. By focusing on product development, pricing, distribution, and promotion, Panasonic is able to establish its leadership position in the green electronics market. In the future, Panasonic can continue to innovate and expand its product line to meet the constantly evolving demands of environmentally friendly consumers. Therefore, a review of previous studies indicates that the results of these studies are mixed and provide research opportunities.

2.5 Overview of Panasonic Air Conditioning's 4Ps Marketing Strategy

1. Product

Theoretical framework:

Product design: This involves incorporating environmentally sustainable practices

into the design and manufacturing of products. The focus is on reducing resource consumption, minimizing waste to the greatest extent possible, and ensuring environmental safety throughout the entire product lifecycle.

Application to Panasonic air conditioning:

Panasonic can apply green product design principles by using recyclable materials, designing detachable products, and ensuring the energy efficiency of its electronic products. Implementing LCA can help Panasonic identify the environmental impact of its products and make informed decisions to reduce these impacts.

2. Price

Theoretical framework:

Price factors: a pricing strategy that reflects the environmental costs and benefits of a product. This involves setting prices that can cover the cost of sustainable practices while maintaining competitiveness in the market.

Willingness to Pay (WTP): Research has shown that consumers are usually willing to pay a premium for environmentally friendly products as long as they believe they have added value.

Application to Panasonic air conditioning:

Panasonic can adopt a green pricing strategy by promoting the long-term cost savings and environmental benefits of its products (Adisak, 2020). For example, energy-saving products may have higher upfront costs, but over time, operating costs will decrease. Understanding and utilizing consumer willingness to pay can help Panasonic air conditioning set the best price point for its green products.

3. Sale place

Theoretical framework:

Sale place factors: involve selecting the distribution method with the least environmental impact. This includes reducing carbon footprint through efficient logistics, using eco-friendly packaging, and choosing retail partners committed to sustainable development.

Application to Panasonic air conditioning:

Panasonic can improve its qualification by optimizing its distribution network to minimize emissions and waste. This may involve using electric vehicles for transportation, collaborating with environmentally friendly retailers, and implementing strong reverse logistics to handle product returns and recycling.

4. Promotion

Theoretical framework:

4Ps marketing strategy communication: conveying the environmental benefits of a product to consumers through advertising, public relations, and other promotional activities (Adisak, 2020). The goal is to establish a positive brand image and encourage sustainable purchasing behavior.

Application to Panasonic air conditioning:

Panasonic can use the 4Ps marketing strategy communication to highlight the

sustainable characteristics of its products (Abdelkafi & Pero, 2018). This may include certification, ecological labeling, and clear information about environmental benefits. Educational activities can inform consumers of the importance of sustainability and how Panasonic air conditioning can contribute to a green planet (Bagali et al., 2024).

By integrating the 4Ps marketing strategy, Panasonic can gain a sustainable competitive advantage. This not only involves adopting environmentally friendly practices, but also effectively communicating these efforts to consumers to stand out in the market.

2.6 Research Framework

By combining the independent and dependent variables of this study as a framework, the relationship between the factors is determined as shown in Figure 2.1:

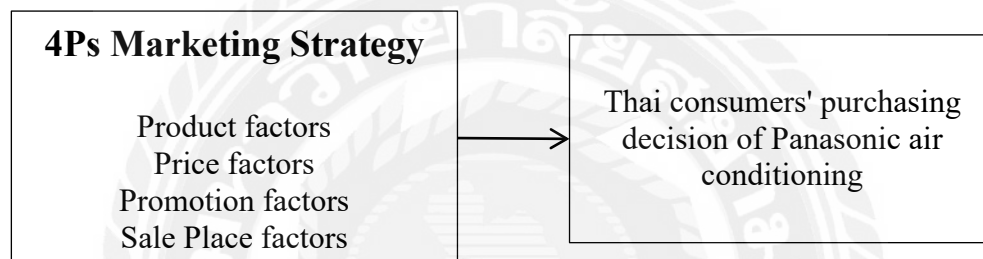


Figure 2.1 Research Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted the quantitative research method and collected data by conducting a questionnaire survey on consumers of Panasonic air conditioning sold in Bangkok. The population included all Panasonic air conditioning consumers in the Bangkok region. Using the random sampling method, a total of 210 sample was obtained.

3.2 Population and Sample

The data of this study was detained by distributing questionnaires to consumers of Panasonic air conditioning sold in Bangkok. Firstly, a survey was conducted on the personal information of the interviewees, followed by a correlation analysis. The sample used was all Panasonic air conditioning consumers in Bangkok, Thailand. The random sampling method was used to obtain 230 samples, and after screening the questionnaire filling content, the final sample size was 210 respondents, with an effective rate of 91%. The reason is that sufficient sample size can reduce sample errors, improve the reliability of statistical results, and make research conclusions more convincing.

3.3 Research Instrument

The questionnaire design aims to evaluate the various factors of the 4Ps marketing strategy and purchasing decision of the respondents. The questionnaire consists of three parts: the first part is the basic information of the respondents (age and income). The second part is about specific issues related to product, prices, promotion, and place. The third part is about the consumers' decision-making. All questions are measured using the Likert scale to measure the attitudes and intentions of the respondents.

Table 3.1 Questionnaire Design

Item	Questions	Number
Part 1: Basic Information	1. Age: - Under 25 years old 25-30 31-40 - Over 40 years old	Q1
	2. Monthly income: - Under 5000 yuan - 5000-8000 yuan -8001-10000 yuan - Over 10000 yuan	Q2

Part 2: Product	3.How satisfied are you with Panasonic air conditioners overall?	Q3
	4.How do you rate the level of technological innovation of Panasonic air conditioners compared to other brands in the market?	Q4
Part 3: Price	5.How do you perceive the price of Panasonic air conditioners?	Q5
	6.How much does price influence your decision when choosing an air conditioner?	Q6
Part 4: Promotion	7.How much do promotional activities (such as discounts and gifts) influence your purchasing decision?	Q7
	8.How attractive do you find Panasonic air conditioner promotional activities?	Q8
Part 5: Sale Place	9.How satisfied are you with the convenience of the purchase location (such as distance and accessibility)?	Q9
	10. How satisfied are you with preferring a convenient place to buy, even if it costs a little more?	Q10
Part 6: Consumers' Purchasing Decision	11. When choosing a Panasonic air conditioner, to what extent does product affect your decision?	Q11

	12. When choosing a Panasonic air conditioner, to what extent does price affect your decision?	Q12
	13. When choosing a Panasonic air conditioner, to what extent does promotion affect your decision?	Q13
	14. When choosing a Panasonic air conditioner, to what extent does place affect your decision?	Q14

3.4 Data Collection

The data collection tool is a self-designed structured questionnaire that includes both closed ended and open-ended questions. The questionnaire was pre-tested before distribution to ensure the clarity and validity of the questions. The data was collected through a combination of face-to-face interviews and online questionnaires, ensuring the completeness and accuracy of the data. The main data of this study was collected through online questionnaires. Online surveys can elicit positive responses from respondents, as Chinese researchers tend to obtain information online (Chotigo & Kadono, 2021). In addition, online surveys can save time and cover more people.

3.5 Data Analysis

This study utilized SPSS as the primary statistical analysis tool to examine the impact of the 4Ps marketing strategy: Product, Price, Sale place, and Promotion on Thai consumers' purchasing decision of Panasonic air conditioning units. This study conducted a descriptive statistical analysis to summarize the demographic characteristics of the respondents and their ratings of the 4Ps, calculating means, standard deviations, frequencies, and percentages for key variables. This analysis provided a clear overview of consumer perceptions and satisfaction levels concerning Panasonic air conditioners. This study then employed correlation analysis to investigate the relationships between the 4Ps and consumers' purchasing decisions, calculating correlation coefficients to identify the strength and direction of these relationships. This helped establish how each marketing mix element influences consumer decision-making. For inference statistics, this study used regression analysis to explore how well the 4Ps predict consumer purchasing behavior, assessing the significance of each element and its contribution to the overall purchasing decision process. The

findings revealed valuable insights into the predictive power of the 4Ps in influencing the purchase of Panasonic air conditioning units among Thai consumers.

3.6 Hypothesis

H1: Product factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning.

H2: Price factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning.

H3: Promotion factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning.

H4: Sale place factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning.

3.7 Reliability and Validity Analysis of the Scale

Due to the use of self-designed questionnaire questions in this study, reliability and validity analysis is required to ensure that the questionnaire can be used. Reliability and validity analysis is applicable to survey attitudes and opinions of respondents, usually distributed and designed in the form of a scale (Pitri & Gunarto, 2020). Generally speaking, the final confidence factors need to be higher than 0.8, 0.7, and 0.8 respectively, with sub scale confidence factors all above 0.7. Generally speaking, reliability analysis needs to ensure that the values are concentrated within an acceptable range of 0.6 to 0.7 (Zou & Zou, 2020). If the coefficient is less than 0.6, the investigation should be reconsidered; Table 3.2 provides specific indications of reliability values as follows:

Table 3.2 Reliability Analysis

Variable	Cronbach α Coefficient	Number of questions
Product factors	0.719	2
Price factors	0.723	2
Promotion factors	0.721	2
Sale place factors	0.736	2
Consumers' purchasing decision	0.727	4

From the above table, it can be seen that the reliability coefficient value is 0.719, 0.723, 0.721, 0.736, 0.727 which is greater than 0.7, indicating that the reliability quality of the research data has reached the standard and is reliable.

Table 3.3 Validity Analysis

Sample a sufficient Kaiser-Meyer-Olkin metric.		0.746
The sphericity test of the Bartlett	Approximate chi square	531.822
	df	120
	Sig.	0.000

Validity analysis is an important component of empirical analysis, which is validated using KMO and Bartlett's test: KMO value is 0.746, with a range of 0.7~0.8. The data in this study is applicable to information extraction.



Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Descriptive Statistical Analysis of Sample

The descriptive statistical analysis of sample can be found in Tables 4.1 to 4.2.

Table 4.1 Age Analysis

	Frequency	%
25years old below	24	11.43%
25-30	86	40.95%
31-40	64	30.48%
Over 40 years old	36	17.14%
TOTAL	210	100

According to the data in Table 4.1, this survey collected data from 210 respondents of different ages. The following is the frequency and percentage distribution of respondents by age group: 1) under 25 years old: 24 respondents, accounting for 11.43% of the total. 2) 25-30 years old: There are a total of 86 respondents, accounting for 40.95% of the total survey, which is the largest age group in this survey. 3) 31 to 40 years old: 64 respondents, accounting for 30.48% of the total population. 4) Over 40 years old: 36 respondents, accounting for 17.14% of the total number. In summary, the survey sample covers each major age group, with the highest proportion of respondents aged 25-30, accounting for nearly half of the total population.

Table 4.2 Income Analysis

	Frequency	%
Below 5000 yuan	43	20.48%
5000-8000 yuan	61	29.05%
8001-10000 yuan	79	37.62%
Over 10000 yuan	27	12.86%
TOTAL	210	100

According to the data in Table 4.2, the frequency and percentage distribution of respondents' income level: 1) below 5000 yuan: a total of 43 respondents, accounting for 20.48% of the total. 2) 5000-8000 yuan: 61 people, accounting for 29.05% of the total. 3) 8001-10000 yuan: 79 respondents, accounting for 37.62% of the total survey. 4) Over 10000 yuan: a total of 27 people, accounting for 12.86% of the total. In summary, the survey sample covers all major income sectors, with the highest proportion of

respondents with an income level of 80–100000-yuan, accounting for 37.62% of the total.

4.1.2 Correlation Analysis

This study conducted correlation analysis on different variables, revealing the existence of correlations between them. The Pearson correlation coefficient, represented by the letter "r", is used to measure these correlations. From Table 4.3, it can be seen that a good relationship between variables can have a positive impact on determining the 4Ps marketing strategy to attract more consumer demand. Table 4.3 shows the correlation analysis results between consumers' purchasing decision, product, price, sale place, and promotion.

Table 4.3 Correlation Analysis

	1	2	3	4	5
Consumers' purchasing decision	1				
Product	0.528**	1			
Price	0.541**	0.589*	1		
Sale place	-0.163	-0.343*	-0.303**	1	
Promotion	-0.061	-0.006	-0.052	0.294**	1

4.1.3 Regression Analysis

Table 4.4 shows the assumptions, paths in the model, standardized regression weights, critical ratios (C.R.), and p-values:

Table 4.4 Regression Analysis

Hypotheses and Paths in the Model			Standardized regression weights	Critical ratio (C.R.)	P-value
H1	Product	→ Consumers' purchasing decision	.0534 (.079)	1.271	.006**
H2	Price	→ Consumers' purchasing decision	.519(.137)	2.793	.004**
H3	Sale Place	→ Consumers' purchasing decision	.289(.288)	6.879	.003**
H4	Promotion	→ Consumers'	.782 (.413)	5.124	.009**

purchasing decision

Note: Figure shown in each cell indicated the unstandardized coefficient
Figure in the brackets indicated the standardized coefficient
C.R. are significant at * $p < .05$, ** $p < .01$, *** $p < .001$, NS: Non-Significant

This study tested the four hypotheses and evaluated their significance using standardized regression coefficients, critical ratios (C.R.), and P value. The results show that product, price, promotion, and sale place all have a significant positive impact on consumers' purchasing decision. The standardized regression coefficients are 0.534, 0.519, 0.289, and 0.782, respectively, with corresponding P values less than 0.01, indicating that these effects are statistically significant. This indicates that the 4Ps marketing strategy have a significant positive impact on consumers' purchase intention. Therefore, Panasonic should continue to promote the 4Ps marketing strategy to achieve sustainable development goals.

4.2 Discussion

4.2.1 Relationship of the Findings to Previous Research

The findings of this study align well with previous research on the impact of the 4Ps on consumer behavior. Many studies have shown that product quality is a critical factor in consumer decision-making. For instance, research indicates that consumers are more likely to purchase products that they perceive to be high-quality, reinforcing the conclusion that Panasonic's focus on quality can enhance customer satisfaction. Similarly, prior studies highlight the significance of pricing strategies, noting that reasonable prices can lead to increased purchase intentions. This supports our finding that a well-structured pricing strategy can boost sales.

Additionally, the role of effective promotions has been documented extensively in marketing literature. Previous research suggests that promotions not only attract consumer attention but also create a sense of urgency, encouraging quicker purchasing decisions. This study results, which indicate that attractive promotional activities significantly influence consumer choices, reinforce these established insights.

4.2.2 Unexpected Results

While most findings aligned with existing literature, there were some unexpected results regarding the influence of purchasing locations. This study anticipated that convenience would be a significant factor in consumer decisions, as previous studies often emphasize the importance of accessibility. However, this study results indicated that while convenience matters, it was not as decisive as expected compared to product quality and pricing.

This could be attributed to the unique market dynamics in Thailand, where brand

loyalty and product perception may outweigh the convenience of purchase locations. It suggests that Thai consumers may prioritize the quality and reputation of a brand over the ease of access, which diverges from findings in other regions. This unexpected result highlights the need for further research to explore cultural influences on consumer behavior in Thailand, providing valuable insights for marketers aiming to adapt their strategies to local preferences.

In summary, this study analysis illustrates how the findings correlate with previous research while also shedding light on unexpected results that may require additional exploration. This comprehensive approach enhances this study understanding of the factors influencing Thai consumers' purchasing decision for Panasonic air conditioners. Table 4.5 shows the result of the discussion.

Table 4.5 Hypothesis Test Result

NO.	Hypothesis	Result
H1	Product factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning	Supported
H2	Price factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning	Supported
H3	Promotion factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning	Supported
H4	Sale place factors have a significant impact on Thai consumers' purchasing decision of Panasonic air conditioning	Supported

Chapter 5 Conclusion and Recommendations

5.1 Conclusion

This study aimed to verify the impact of the 4Ps marketing strategy mix (Product, Price, Place, and Promotion) on Thai consumers' purchasing decision when purchasing Panasonic air conditioners. By employing SPSS 26 for data analysis, this study drew significant conclusions about how each of these elements influences consumer behavior. Specifically, the findings indicate that product quality plays a critical role in enhancing customer satisfaction. Consumers are more likely to choose Panasonic air conditioners if they perceive them as high-quality, leading to a more favorable overall experience with the brand. In addition to product quality, this study found that reasonable pricing significantly increases consumers' willingness to make a purchase. Competitive pricing strategies can create a sense of value among consumers, making them more inclined to choose Panasonic over other brands. Moreover, the study highlights the importance of convenient purchasing locations. When consumers find it easy to access and buy Panasonic air conditioners, they are more likely to complete the purchase process, further contributing to the brand's sales performance. Effective promotional activities also emerged as a vital factor in capturing consumer attention. Attractive promotions, such as discounts and special offers, can significantly enhance brand visibility and encourage potential buyers to consider Panasonic air conditioners.

Finally, the quality and performance of the product itself are also important factors that affect purchasing decisions. Consumers will consider factors such as product characteristics, quality, and functionality, and choose the product that best matches their needs and preferences. Price, place, promotion, and product are the most important factors that affect purchasing decisions, and consumers usually consider these factors comprehensively when making purchasing decisions. The impact of products on the other three variables in the 4Ps marketing strategy mix (price, promotion, and place) is relatively weak. Prices have a significant positive impact on the purchasing decisions of Panasonic air conditioning consumers (Latief, 2023). Price is the main sub variable because it has a strong relationship with purchasing decisions. This indicates that consumers still believe that Panasonic's air conditioning electronic products are still considered expensive, so consumers will consider the price when making purchases. Sale places have had a negative impact on the purchasing decisions of Panasonic air conditioning consumers. This may be due to a lack of strategic sales place for the product, insufficient number of stores selling Panasonic air conditioners, or inflexible installation methods for the product, which are considered unfavorable factors by consumers. Promotions have a positive and significant impact on the purchasing decisions of Panasonic air conditioning consumers. This indicates that the promotion of the product has successfully made consumers feel that the product is safer or will not have negative impacts.

Therefore, the factors that have the greatest impact on purchasing decisions are

price, place, promotion, and product. The reason is that price is one of the most important factors in purchasing decisions. Consumers usually compare the prices of different products or services and choose the option with the highest cost-effectiveness. A high price may deter consumers, while a low price may make them doubt the quality of the product or service. Sale place is also an important factor, and consumers usually choose shopping places that are closer or more convenient to them. Convenient shopping places can save time and energy, and improve the convenience of purchasing. Promotional activities can also affect purchasing decisions. Consumers are usually more inclined to purchase discounted or promotional products because they can gain more value while saving certain costs.

5.2 Recommendations

5.2.1 Continue to Implement Marketing Strategies

The 4Ps marketing strategy refers to enterprises protecting the environment and sustainable development by reducing resource consumption, reducing environmental impact, and enhancing social responsibility when promoting products or services. As a well-known electronic product manufacturer, Panasonic air conditioning also attaches great importance to the 4Ps marketing strategy and sustainable development.

Firstly, the 4Ps marketing strategy can enhance Panasonic air conditioning's image in the minds of consumers (Bagali et al., 2024), allowing consumers to recognize and trust the company's products. Consumers are increasingly concerned about green environmental protection, and choosing environmentally friendly products has become a trend (Latief, 2023). By promoting green products and services, Panasonic air conditioning can gain more consumer favor and increase market share.

Secondly, by adopting the 4Ps marketing strategy, Panasonic air conditioning can reduce resource consumption, lower production costs, and enhance the company's competitiveness (Tandukar & Yadav, 2020). Products and services can help businesses save energy, reduce waste emissions, mitigate climate change and other issues, and enhance their sustainable development capabilities.

Finally, the 4Ps marketing strategy is also a manifestation of Panasonic air conditioning's social responsibility (Adisak, 2020). Enterprises should not only pursue economic benefits, but also consider environmental and social responsibilities to minimize negative impacts. By promoting products and services, Panasonic air conditioning can make positive contributions to society and the environment, improve the company's social image and reputation.

In summary, the 4Ps marketing strategy is crucial for the sustainable development

of Panasonic air conditioning. By promoting products and services, Panasonic air conditioning can enhance market competitiveness, reduce production costs, fulfill social responsibilities, and contribute to sustainable development. Therefore, Panasonic air conditioning should continue to promote the 4Ps marketing strategy to achieve its sustainable development goals.

5.2.2 Clarify Consumer Purchasing Behavior and Decision-Making Process

Purchasing decision refers to the decision-making process that consumers make when purchasing a product or service. According to the classic consumer behavior theory, purchasing decisions can be divided into five stages: demand identification, information search, evaluation and comparison, purchasing decisions, and post purchase behavior. In this process, consumers will be influenced by various factors, including individual characteristics, social and cultural environment, market environment, etc. The theoretical framework of purchasing decision provides researchers with a basis for analyzing and explaining consumer behavior (Tandukar & Yadav, 2020). In current research, research on purchasing decisions mainly focuses on the following aspects: consumer behavior prediction, consumer motivation research, purchasing decisions in digital environments, brand influence, etc. With the development of technology and changes in the market, consumer purchasing behavior is also constantly evolving. Researchers are paying more and more attention to the purchasing decision-making process of consumers in the digital environment, as well as the importance of brands in purchasing decisions. Understanding consumer purchasing decisions is crucial for businesses (Bagali et al., 2024). Enterprises can design more effective marketing strategies and enhance the market competitiveness of products or services by gaining a deeper understanding of consumer purchasing behavior and decision-making processes. In addition, purchasing decisions-making can help businesses predict market demand, develop reasonable pricing and promotional strategies, enhance customer loyalty and reputation, and ultimately form a competitive advantage.

5.3 Further Research

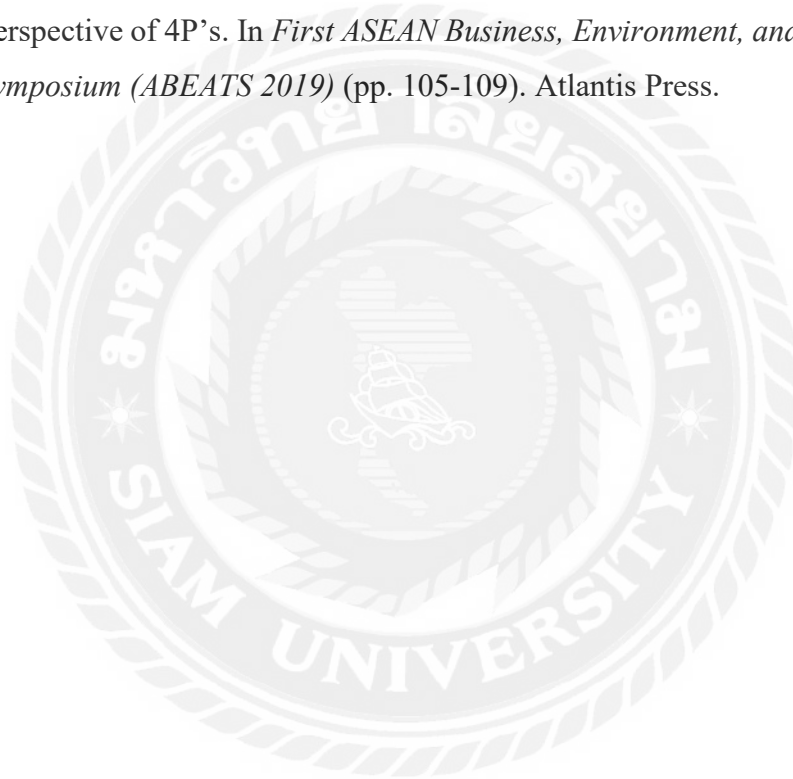
Further research on purchasing decisions in the future can be conducted from the following aspects: firstly, strengthening research on the purchasing decision-making process in a digital environment and exploring the impact of digital technology on consumer decision-making. Secondly, the current research is limited to the influence of various factors such as one's own level, and it is not yet mature. In the future, it is necessary to conduct in-depth research on consumer motivation and psychological characteristics. Finally, strengthen research on consumer behavior prediction and explore how to predict consumer purchasing behavior through data analysis and machine learning technologies.

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Appendix

Survey questionnaire

Dear Participants:

Thank you for participating in this survey. Your opinion is very important to us. This questionnaire aims to understand your views on 4Ps marketing strategy of Panasonic electronic products. All answers will be strictly confidential and used only for research purposes.

Part 1: Basic Information

1.Age:

Under 25 years old

25-30

31-40

Over 40 years old

2.Monthly income:

Under 5000 yuan

5000-8000 yuan

8001-10000 yuan

Over 10000 yuan

Part 2: Products

3. How satisfied are you with Panasonic air conditioners overall?

Very important

Important

Commonly

Not very important

Completely unimportant

4. How do you rate the level of technological innovation of Panasonic air conditioners compared to other brands in the market?

Very satisfied

Satisfied

Commonly

Not very satisfied

Very dissatisfied

Part 3: Prices

5. How do you perceive the price of Panasonic air conditioners?

Very willing

Be willing

Commonly

Not very willing

Completely unwilling

5. How much does price influence your decision when choosing an air conditioner?

Very reasonable

Reasonable

Commonly

Not very reasonable

Completely unreasonable

Part 4: Promotion

7. How much do promotional activities (such as discounts and gifts) influence your purchasing decision?

Very satisfied

Satisfied

Commonly

Not very satisfied

Very dissatisfied

8.How attractive do you find Panasonic air conditioner promotional activities?

Very satisfied

Satisfied

Commonly

Not very satisfied

Very dissatisfied

Part 5: Place

9.How satisfied are you with the convenience of the purchase location (such as distance and accessibility)?

Very satisfied

Satisfied

Commonly

Not very satisfied

Very dissatisfied

10.How satisfied are you prefer a convenient place to buy, even if it costs a little more?

Very satisfied

Satisfied

Commonly

Not very satisfied

Very dissatisfied

Part 6 Consumers' decision-making

11. When choosing a Panasonic air conditioner, to what extent does product affect your decision?

No influence

Some influence
Moderate influence
Great influence

12. When choosing a Panasonic air conditioner, to what extent does price affect your decision?

No influence
Some influence
Moderate influence
Great influence

13. When choosing a Panasonic air conditioner, to what extent does promotion affect your decision?

No influence
Some influence
Moderate influence
Great influence

14. When choosing a Panasonic air conditioner, to what extent does place affect your decision?

No influence
Some influence
Moderate influence
Great influence

Thank you for your participation!

Thank you for taking the time to complete this questionnaire. Your answer will help us better understand consumers' views on the 4Ps marketing strategy and improve our products and strategies.