

# Marketing Factors Influencing Customer Decision-Making in the Interior Decorations Industry in Guangxi, China

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The purpose of this study was to empirically examine the influence of marketing mix towards customer decision-making in the interior decoration industry of Guangxi, China. The interior decoration industry in Guangxi is growing at rapid pace. Therefore, this study is specially helpful for the interior decoration industry in Guangxi, China, and the interior decoration industry in Guangxi can use marketing mix for their business gained. In order to carry out this study, the population was taken to be those customers of the interior decoration. A sample ( $N = 425$ ) customers were taken using simple random sampling from the interior decoration consumers of Guangxi, China. It was hypothesized that marketing mix had positive influence on customer decision-making. It was hypothesized that marketing mix predicts customer decision-making. The results were analyzed with help SPSS software. Descriptive statistical analysis, Pearson correlation test, and regression analysis were used to test hypothesis. The results showed significant positive relationship and marketing mix was a predictor of customer decision-making. This research is significant and useful for all the interior decoration enterprises in Guangxi.

*Keywords:* interior decoration, customer decision-making, marketing mix

## Introduction

### Background and Rationale

At present and for a long period in the future, China's economic development will always be in a special period of urbanization. Urbanization is the inevitable result of the development of national economy. When the national economy develops to a certain stage, there will inevitably be consumption market opportunities caused by rural population transfer (Xu, van Leeuwen, & van Zanden, 2018). According to the reported studies, in the next 15 years, China's urbanization process will continue to develop, which will bring unlimited business opportunities to the interior decoration industry, and will also bring great impetus to the development of the whole national economy (Sun et al., 2020). Recently, the in-depth reform of the housing mechanism provides a huge opportunity for the interior decoration industry. At the same time, with the improvement of living standards and income level, people pay more and more attention to improve the living conditions. This also brings about a big market and opportunity for the interior decoration enterprises.

Therefore, the big market and huge profits caused fierce competition between interior decoration enterprises. According to Guangxi Nanning Municipal Bureau of Statistics (2021), as for our knowledge, there

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are 1,839 interior decoration enterprises in Guangxi up to now, of which large decoration companies account for 20% (with a registered capital of more than 10 million), medium-sized decoration companies account for 36% (with a registered capital of 1-10 million), and small decoration companies account for 44% (with a registered capital of less than one million). The service projects of these decoration companies include professional contracting of building decoration engineering, professional contracting of metal door and window engineering, interior decoration design and materials, landscape engineering design and construction, etc. Among these interior decoration enterprises, the large decoration companies (such as Guangxi Hongdiao Decoration Design Engineering Co., Ltd., Guangxi Xingjiang Decoration Design Engineering Co., Ltd., Guangxi Nanning Xingman Decoration Design Engineering Co., Ltd., and Guangxi Nanning Yite Decoration Engineering Co., Ltd.) account for more than 80% of the decoration market due to their good reputation and strong strength (Chen, 2020). This further intensifies the competition between decoration companies, especially for the small decoration companies and small decoration companies. And thus, this fierce competition is fundamentally related to the company's profitability; the profitability of the company is also closely together with the quantity of the consumers. That is to say, the buying decision-making process of the consumer is the foremost factor for interior decoration enterprises (Li, 2021). In contrast, the buying decision-making process is deeply influenced by the product, price, promotion, place, people, process, and physical evidence (7Ps) (Abedi et al., 2019). Besides, the consumer's satisfaction with the interior decoration effect is the direct response to the success or failure of marketing from another side of the interior decoration companies. However, based on what we already know, there are few studies about the relationship between 7Ps and the buying decision-making process in the interior decoration enterprises, let alone the interior decoration enterprises in Guangxi Province.

Herein, in this study, the 7Ps theory is introduced to explore the buying decision-making process of consumers in the interior decoration enterprises at Guangxi. Also, the satisfaction of the consumer for the interior decoration effect is necessary to study. And the corresponding research result in this study can make up for the lack of theoretical research and provide a reference for the marketing practice of interior decoration enterprises.

### **Research Question**

What are the marketing factors influencing the customer decision-making process in the interior decoration enterprises at Guangxi, China?

### **Objectives of the Study**

To identify the satisfaction marketing mix of the interior decoration enterprises product in Guangxi, China.

To identify customer decision-making of the interior decoration enterprises product in Guangxi, China.

To analyze the relationship between marketing mix and customer decision-making of the interior decoration enterprises product in Guangxi, China.

### **Conceptual Framework**

This research collects data through questionnaires to get the primary data, also with the secondary data from the interview of the interior decoration in Guangxi's manager then analyzes the factors that influence customer's buying decision process through the independent's variables. The two independent variables are marketing mix and consumer behavior. The dependent variable is customer buying decision process.

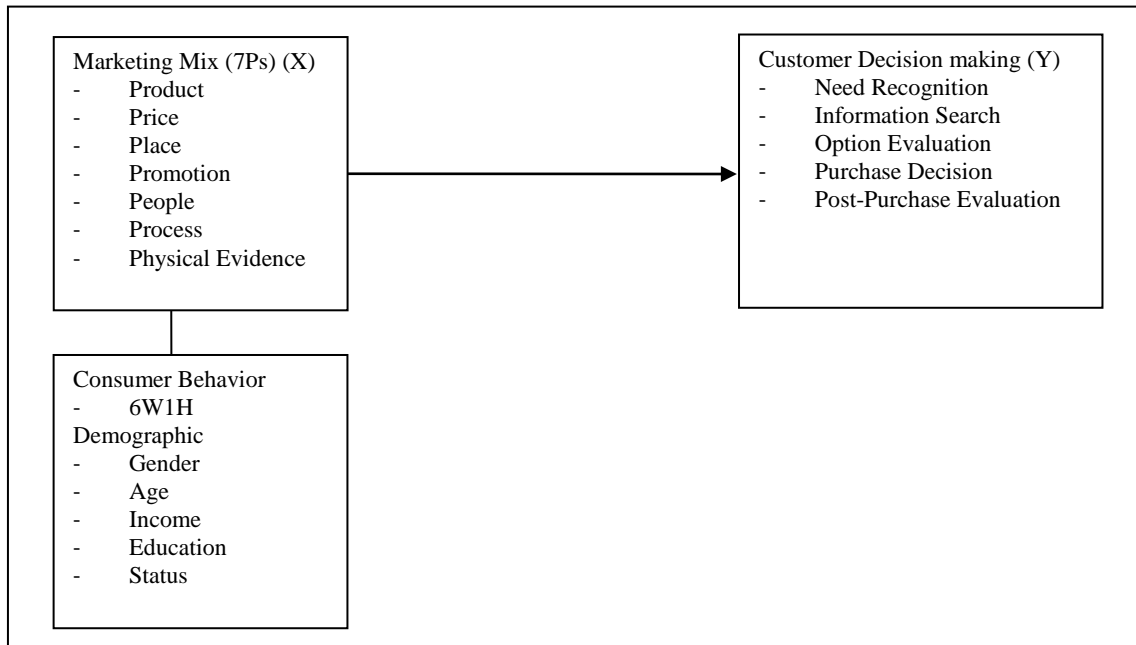


Figure 1. Conceptual framework.

**Hypothesis**

- H1: The marketing mix and customer decisions-making have a correlation.
- H1<sub>0</sub>: The marketing mix and customer decisions-making do not have a positive correlation.
- H1<sub>1</sub>: The marketing mix and customer decisions-making have a positive correlation.

**Method**

**Research Design**

**Population of the study.** The population of this study is the customers who have experienced in service of interior decoration enterprises in Guangxi, China, and the population of customers is unknown. The purpose for conducting this research is to analyze marketing factors of the influencing customer decision-making in interior decoration enterprises in Guangxi, China.

**Sampling method.** The population of this study is the customers who have experienced in service of interior decoration enterprises in Guangxi, China. The researcher will use Cochran formula (1977) which was cited by Piyapong Satjapitak (2017) for calculating unknown population sample. In present study, the researcher will use unknown population sample size formula to calculate how many customers would need for data collection who use social media in restaurants to analyze the results.

Formula for unknown population sample size:

$$N = (P(1 + P)Z^2) / e^2 = (0.50(1-0.50)1.96^2) / 0.05^2 = 384.16 = 385 \text{ approximately } 385 \text{ questionnaires (425)}$$

N = sample size

Standard error (e) = (0.05 at confidence level of 95%)

Z = (1.96 at confidence level of 95%)

**Sample.** The researcher sent invitations to all 450 interior decoration customers of Guangxi and received 435 questionnaires, 15 of which were excluded from the analysis for various reasons. The final sample comprised 425 respondents, giving a response rate of 94.4%.

### Research Method/Instrument

**Data collection.** Secondary data of this research paper are collected from various sources including previous research, journals, and other sources from internet or social media. The primary data will be collected through designed questionnaire from volunteers who live in Guangxi and agree to participate in the survey and know the service of interior decoration enterprises. The researcher will use random sampling method to collect data for this research. By applying unknown population formula, the researcher has to collect data from 425 customers in Guangxi.

**Instrument of study.** The overall structure of the questionnaires: This questionnaire distributed to 450 customers experienced in this business and received 435 questionnaires, 425 of which were used for analysis. The questionnaire consists of three parts with a total 70 questions. It includes:

Part 1: Demographic factors and customer behavior: This part has five questions including demographic and customer behavior.

Part 2: Marketing mix (7Ps): This part has 36 questions including product, price, place, promotion, people, process, and physical evidence.

Part 3: Customer decision-making: This part has nine questions including need recognition, information search, option evaluation, purchase decision, post-purchase evaluation.

### Research Validity/Reliability

Reliability and validity testing is used to measure the scale of independent and dependent variables. To calculate and measure how much associated our independent and dependent variable as a group, the researcher will use Cronbach's alpha ( $\alpha$ ) to test the reliability scale and factors that influence customer decision-making will be measured by validity (Kara, 2018). By applying the Cronbach's alpha test, if the value is greater than 0.7, the data will be considered as reliable as compared to the value if it is less than 0.7 (Nunnally, 1978). The values of these two indicators range from 0 to 1. It is generally considered that the larger the value, the better. The following for interpreting alpha for dichotomous questions or Likert scale questions are in Figure 2 (Cronbach, 1951).

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$\alpha > 0.5$	Unacceptable

Figure 2. Cronbach's Alpha Level of Reliability.

**Psychometric properties.** Cronbach's alpha reliability analysis results are explained below.

Table 1

*Psychometric Properties of Marketing Mix and Customer Decision-Making*

Variables	M	K	SD	Min	Max	$\alpha$
Marketing mix	3.78	45	0.36	3.52	5.00	0.991
Customer decision-making	3.77	12	0.37	2.56	5.00	0.71
Overall scale reliability	8.64	57	0.75	5.87	11.5	0.89

Notes. M = Mean; SD = Standard Deviation;  $\alpha$  = Cronbach's alpha.

The Cronbach alpha reliability analysis showed that in this research, our independent—variable marketing mix and consumer behavior and dependent variable—customer decision-making are having a high significance of results. The interpreting alpha for dichotomous questions or Likert scale questions (Cronbach, 1951) suggested that the acceptance value of reliability is greater than 0.7. M represents the mean of all individual scales, K represents the number of items in each individual scale, and alpha presents the reliability of each scale. Therefore, all the scales of measure in Table 1 have the significant Cronbach’s alpha reliability.

**Data Analysis**

**Descriptive statistics.** This part of study is mainly focused on verifying main objects of study. In descriptive analysis, the researcher will use statistical tools to get results for mean and standard deviation.

Part 1: Demographic factors and customer behavior analysis in descriptive by frequency and percentage.

Part 2: Marketing mix (7Ps): Product, price, place, promotion, people, process, and physical evidence analysis in descriptive by mean and standard deviation.

Part 3: Customer decision-making process includes need recognition, information search, option evaluation, purchase decision, post-purchase evaluation analysis in descriptive by mean and standard deviation.

Part 4: Inferential statistics for MEAN different testing between the marketing mix satisfaction and demographic using by t-Test, F-Test (ANOVA), and Post Hoc test.

Part 5: Inferential statistics that the researcher will use in this research by applying Person correlation: Using these specific statistics, the researcher will analyze the independent variables in the marketing mix, which variables are positive. The researcher will apply a simple correlation model to examine which independent factor has a strong or weak relationship towards dependent variables (customer decision-making process). The researcher will apply a simple regression model to examine which independent variables (marketing mix) has a strong or weak relationship with dependent variables (customer decision making-process).

**Results**

**Personal Information**

The following tables showed frequencies and percentages of demographic variables.

Table 2

*Frequency Table for Gender*

Gender	Frequency	Percent (%)
Male	351	82.59
Female	74	17.41
Total	425	100.0

From the above Table 2 it shows that majority respondents (82.59%) are male and 17.41% are female.

Table 3

*Frequency Table for Age*

Age	Frequency	Percent (%)
18-25 years	83	19.53
26-35 years	232	54.59
36-45 years	100	23.53
Above 45 years	10	2.35
Total	425	100.0

The results of Table 3 explained about the frequencies and percentages of different age groups who have experienced of interior decoration product purchasing in Guangxi. There were 54.59% respondents' age being 26-35 years, 23.5% of respondents are 36-45 years and 19.5% of respondents are 18-25 years. Most of customers are young age in interior decoration business.

Table 4

*Frequency Table for Education Level*

Education level	Frequency	Percent (%)
High school	212	49.88
College	148	34.82
Bachelor	31	7.29
Postgraduate	34	8.00
Total	425	100.00

From the above table, there were 49.9% of respondents belonging to high school, 34.8% of respondents are college, 7.3% of respondents are bachelor degree holders, and 8.0% of respondents are master degree holders.

Table 5

*Frequency Table for Monthly Household Income*

Monthly household income	Frequency	Percent (%)
Less than 6,000 CNY	248	58.35
6,000 CNY to 10,000 CNY	116	27.29
10,001 CNY to 14,000 CNY	29	6.82
14,001 CNY to 18,000 CNY	15	3.53
Above 18,000 CNY	17	4.00
Total	425	100.00

From the above table, there were 58.4% of respondents having monthly household income less than 6,000 CNY, 27.3% of respondents having monthly household income from 6,000 CNY to 10,000 CNY, 6.8% of respondents having income range 10,001 CNY to 14,000 CNY, 3.5% of the respondents are claimed that they have income range of 14,001 CNY to 18,000 CNY, and 4.0% of the respondents say that they have above 18,000 CNY monthly household income.

Table 6

*Frequency Table for Marriage Status*

Marriage status	Frequency	Percent (%)
Single	159	37.41
Married	247	58.12
Divorce	5	1.17
Other	14	3.29
Total	425	100.00

From the above table, there were 37.4% of respondents being single, 58.1% of respondents are married, 1.2% of respondents are divorce, and 3.3% of respondents belong to other.

**The Customer Behavior**

The following tables showed frequencies and percentages of customer behavior variables.

Table 7  
*Frequency Table for Questions Towards Customer Behavior*

Who are you choosing interior decoration company for?	Frequency	Percent (%)
Yourself	264	62.11
Family	41	9.65
Parent	23	5.41
Friend	22	5.18
Colleague	3	0.70
Other	72	16.94
Total	425	100.00
What product do you need from the interior decoration company?	Frequency	Percent (%)
Furniture	67	15.76
Bedding	9	2.11
Decoration	212	49.9
Storage and organization	17	4.0
Bathroom and kitchen	11	2.6
Other	109	25.6
Total	425	100.00
Length of interior decoration company choosing	Frequency	Percent (%)
Less than 1 month	152	35.8
1-3 months	183	43.1
3-5 months	42	9.88
5-10 months	19	4.47
More than 10 months	29	6.82
Total	425	100.00
Purpose of choosing different interior decoration companies	Frequency	Percent (%)
Saving money	168	39.53
Satisfying the taste of different people	163	38.35
Construction time	15	3.52
Other	79	18.59
Total	425	100.00
When you choose the interior decoration company, what promotion do you consider?	Frequency	Percent (%)
Discount	312	73.41
Buy one get one free	39	9.18
Trade in old for new	29	6.82
Send gifts	45	10.59
Total	425	100.00
Who are the influencers for making-decision to choose different interior decoration companies?	Frequency	Percent (%)
On your own	192	45.18
Parents	31	7.29
Wife	73	17.18
Famous person	2	0.47
Professional	60	14.12
Marketing staff of interior decoration companies	19	4.47
Other	48	11.29
Total	425	100.0

Table 7 to be continued

When you choose the interior decoration company, how much do you usually consider?	Frequency	Percent (%)
Less than 6,000 CNY	132	31.06
6,000 CNY to 10,000 CNY	200	47.06
10,001 CNY to 14,000 CNY	52	12.24
14,001 CNY to 18,000 CNY	24	5.65
Above 18,000 CNY	17	4.00
Total	425	100.00

From the above table, the respondents answered the questions towards customer behavior. When they were asked “Who decide to the interior decoration company when you need?”, the 62.1% of respondents chose themselves, 9.6% of respondents are family, 5.4% of respondents are parent, and 5.2% of respondents are friends. About “What product do you need from the interior decoration company?”, 49.9% of respondents chose decoration. About “Length of interior decoration company choosing”, 35.8% of respondents state that they take less than one month to choose decoration, and 43.1% of respondents take 1-3 months. About “Purpose of choosing different interior decoration companies”, 39.5% of respondents think it will save money, and 38.4 of respondents think the interior companies can satisfy their taste. About “What promotion do you consider?”, 73.4% of respondents would like to get discount. About “Who are the influencers for making decision to choose different interior decoration companies?”, 45.2% of respondents trust themselves, and 17.2% of respondents think wife has made decision. About “When you choose the interior decoration company, how much do you usually consider?”, 47.1% of respondents can afford 6,000 CNY to 10,000 CNY, and 31.1% can afford less than 6,000 CNY.

Table 8

*Frequency Table for Channels of Interior Decoration Company*

On-line channels	Frequency	Percent (%)
No	277	65.18
Yes	148	34.82
Total	425	100.00
Advertising sheets	Frequency	Percent (%)
No	356	83.76
Yes	69	16.24
Total	425	100.00
Interior decoration market	Frequency	Percent (%)
No	256	60.24
Yes	169	39.76
Total	425	100.00
Introduced by acquaintances	Frequency	Percent (%)
No	186	43.76
Yes	239	56.24
Total	425	100.00
Other	Frequency	Percent (%)
No	290	68.24
Yes	135	31.76
Total	425	100.00



The question of channels of choosing interior decoration company is multiple-choice. From the above table, 34.8% of respondents accept on-line channels, 16.2% of respondents trust advertising sheets, 39.8% of respondents would like to visit interior decoration market by themselves, 56.2% of respondents trust acquaintances' suggestion.

### Descriptive Statistics of Marketing Mix (7Ps)

The following table explains mean and standard deviation about responses of marketing mix.

Table 9

#### *Descriptive Statistic of All Sub-variable of Marketing Mix*

Variables	Mean	Std. Deviation	Interpretation
Product	3.77	1.035	Mostly satisfied
Price	3.73	1.018	Mostly satisfied
Place	3.78	0.976	Mostly satisfied
Promotion	3.69	1.017	Mostly satisfied
People	3.41	0.984	Mostly satisfied
Process	3.76	0.979	Mostly satisfied
Physical evidence	3.80	0.965	Mostly satisfied

From Table 9, it can be concluded that the respondents generally hold a positive view on the marketing mix (7Ps) of interior decoration industry, that is, from max to min, the mean of consumer satisfaction in the physical evidence item = 3.80, which belongs to the range of agree range; the mean of consumer satisfaction in the product item = 3.77, which belongs to the range of agree range; the mean of consumer satisfaction in the process item = 3.76, which belongs to the range of agree range.

Table 10

#### *Descriptive Statistic of Product*

Variables	Mean	Std. Deviation	Interpretation
The product quality	3.75	1.058	Mostly satisfied
The design of product	3.79	1.035	Mostly satisfied
The variety of product	3.78	1.026	Mostly satisfied
The various style, you can satisfy different taste	3.77	1.020	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of product scale of marketing mix. The last item describes the total mean and standard deviation of product scale.

Table 11

#### *Descriptive Statistic of Price*

Variables	Mean	Std. Deviation	Interpretation
The product price has reasonable.	3.73	1.019	Mostly satisfied
The products price has variety.	3.72	1.011	Mostly satisfied
The decoration fee has reasonable.	3.73	1.016	Mostly satisfied
The payment method has variety.	3.72	1.027	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of price scale of marketing mix. The last item describes the total mean and standard deviation of price scale.

Table 12

*Descriptive Statistic of Place*

Variables	Mean	Std. Deviation	Interpretation
The location if company	3.79	0.973	Mostly satisfied
The comfortable to go to company	3.77	0.966	Mostly satisfied
The variety of information sources	3.77	0.976	Mostly satisfied
The company has spacious, suitable, and support	3.78	0.975	Mostly satisfied
The complete online information sources channel	3.77	0.978	Mostly satisfied
The complete offline information sources channel	3.77	0.992	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of place scale of marketing mix. The last item describes the total mean and standard deviation of place scale.

Table 13

*Descriptive Statistic of Promotion*

Variables	Mean	Std. Deviation	Interpretation
The promotion on WeChat and Douyin etc.	3.70	1.002	Mostly satisfied
The door to door selling of the interior decoration company	3.68	1.041	Mostly satisfied
The advertising on radio, television, and electronic billboard	3.70	1.008	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of promotion scale of marketing mix. The last item describes the total mean and standard deviation of promotion scale.

Table 14

*Descriptive Statistic of People*

Variables	Mean	Std. Deviation	Interpretation
Staffs have service-minded.	3.78	0.987	Mostly satisfied
Staffs have politeness.	3.80	0.982	Mostly satisfied
Staffs have a good service attitude.	3.79	0.996	Mostly satisfied
Staffs have a wellness.	3.80	0.992	Mostly satisfied
Staff can clearly communicate to customer.	3.81	0.963	Mostly satisfied
Staff can solve the customer problems.	3.77	0.996	Mostly satisfied
Staffs have good up-sale promotion.	3.77	0.985	Mostly satisfied
Staffs have good personality.	3.76	0.974	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of people scale of marketing mix. The last item describes the total mean and standard deviation of people scale.

Table 15

*Descriptive Statistic of Process*

Variables	Mean	Std. Deviation	Interpretation
The correctly and rapidly of customer service system	3.77	0.983	Mostly satisfied
The accuracy of payment system.	3.77	0.979	Mostly satisfied
The correctly and rapidly of delivery system	3.76	0.976	Mostly satisfied
The feedback information	3.76	0.980	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of process scale of marketing mix. The last item describes the total mean and standard deviation of process scale.

Table 16

*Descriptive Statistic of Physical Evidence*

Variables	Mean	Std. Deviation	Interpretation
The layout decoration	3.81	0.963	Mostly satisfied
The convenient customer area	3.77	0.975	Mostly satisfied
The customer seats service	3.80	0.962	Mostly satisfied
The atmosphere of waiting customer area	3.80	0.956	Mostly satisfied
The adequate parking area	3.78	0.970	Mostly satisfied
The cleanliness and comfortable rest rooms	3.81	0.962	Mostly satisfied

The above table explained about the mean and standard deviations of all the items of physical evidence scale of marketing mix. The last item describes the total mean and standard deviation of physical evidence scale.

Table 17

*Descriptive Statistic of Customer Decision-Making*

Variables	Mean	Std. Deviation	Interpretation
Need recognition	3.74	1.005	Mostly satisfied
Information search	3.77	0.992	Mostly satisfied
Evaluation of alternatives	3.76	0.995	Mostly satisfied
Purchase decision	3.73	1.008	Mostly satisfied
Post-purchase evaluation	3.73	1.013	Mostly satisfied

The above table explained about the mean and standard deviation of all the items of customer decision-making scale.

**Hypothesis Testing and Inferential Statistic**

Inferential statistic for marketing mix and customer decision-making process:

H1: The marketing mix and customer decisions-making have a correlation.

H1<sub>0</sub>: The marketing mix and customer decisions-making do not have a positive correlation.

H1<sub>1</sub>: The marketing mix and customer decisions-making have a positive correlation.

Pearson correlation was used to find out inter variable correlation to test the main hypothesis. It was hypothesized that marketing mix and decision-making have a positive relationship. The following Table 18 showed correlation between study variables.

Table 18

*Inter-variable Correlation of Marketing Mix and Consumer Decision-Making*

No.	Variables	Marketing mix	Consumer decision-making
1	Marketing mix	-	0.791**
2	Consumer decision-making	-	-

Note. Correlation is significant at the 0.000 level (2-tailed).

The hypothesis tests the marketing mix and customer decisions-making have a strongly positive correlation, the results are rejected H1<sub>0</sub> and accepted H1<sub>1</sub> as significant as 0.01.

**Simple Regression**

Further, the researcher will apply multiple regression model in order to find out the predictors of customer decisions-making.

Table 19

*Model Summary and Durbin Watson*

Model	R	R square	Adjusted R square	Std. Error of the estimate	Durbin-Watson
1	0.926	0.858	0.856	0.383	1.931

The above table showed correlation values of independent variables ( $R = 0.926$ ), R square value showed 86% explained variance, and adjusted R square value (0.856) explained about number of predictors in the model. Durbin-Watson value (1.931) represents that autocorrelation measures which is less than two and showed positive autocorrelation.

Table 20

*ANOVA, Predictor Independent Variables*

ANOVA					
Model	Sum of squares	Df	Mean square	F	Sig.
Regression	369.967	7	52.852	359.706	0.000
Residual	61.271	417	0.147	-	-
Total	431.238	424	-	-	-

The above ANOVA table reported the data fit for regression equation. Regression values is significant ( $p < 0.05$ ) which represents marketing mix overall significant predictors of customer decisions-making.

**Coefficients**

Table 21

*Coefficients and Multicollinearity Predictor Marketing Mix*

Coefficients							
Model	Unstandardized coefficients		Standardized coefficients		Sig.	Collinearity statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	0.120	0.070		1.711	0.000		
Marketing mix	0.705	0.052	0.701	9.034	0.000	0.984	1.017

It can be seen from the above table that the total 7P is used as the independent variable, and the decision-making process is used as the dependent variable for linear regression analysis. It can be seen from above table that the model formula is:

$$Y = a + B1 X$$

$$Y = 0.12 + 0.705X$$

Y = Dependent variable (decision-making process)

**B1** = Estimated regression coefficients

**a** = Constant

The model R square value is 0.858, which means that the total 7P can explain 85.8% of the variation in the decision-making process. When the F-test was performed on the model, it was found that the model passed the F-test ( $F = 359.706$ ,  $p = 0.000 < 0.05$ ), which means that the total 7P will definitely have an impact in the decision-making process. The final specific analysis shows that: The regression coefficient value of the total 7P is 0.701 ( $t = 9.034$ ,  $p = 0.000 < 0.01$ ), which means that the total 7P will have a significant positive impact on the decision-making process. The summary analysis shows that all of the total 7P will have a significant positive impact on the decision-making process.

## Discussion

The current market scale of China's interior decoration industry has reached 3.54 trillion Yuan, of which the home improvement building materials market is 1.06 trillion Yuan, with a compound growth rate of 5.5%; the home improvement soft interior decoration market is 1.59 trillion Yuan; the interior service market is 0.88 trillion Yuan. According to the current growth rate, it is estimated that by 2025, the overall interior decoration industry in China will reach six trillion Yuan. In the future, with the continuous release of young people's interior decoration needs, the scale of users who choose Internet interior decoration will continue to expand. It is estimated that the Internet interior decoration market will exceed 140 billion Yuan in 2025, and the compound annual growth rate from 2022 to 2025 will be about 20.2%. With the development of science and technology, the future of the house decoration industry must be modern and digital. Digital technology will endow interior decoration enterprises with new capabilities, such as computing capabilities, technical capabilities, business capabilities, data capabilities, AI capabilities, operational capabilities, R&D capabilities, etc., thereby creating new value for the enterprise. The aim of the current research was to analyze how and what is the influence of marketing mix towards customer decision-making in interior decoration industry of Guangxi, China, to determine whether there is any significant influence of marketing mix towards the customer decision-making in Guangxi. The independent variable for this research has further attributes which help in clearly understanding the variables and their influence on the dependent variable, which is customer decision-making. The seven attributes the independent variable, marketing mix are: product, place, process, promotion, people, price, and physical evidence.

With the improvement of people's living standards in Guangxi, the requirements for the living environment are also getting higher and higher, from satisfying basic living needs to reflecting the customer's personality and taste. The demand for personalization and quality is increasingly strong, so that people's interior decoration is not only to meet the needs of beauty, interior decoration is no longer the same, personalization and quality have become the goals people pursue, so there is a change from popular to niche, changes in demand. Therefore, this research will help all of the people who are already to choose interior decoration business in Guangxi or are thinking to enter the industry. This research gives an idea about how customer decision-making can be affected.

The three basic objectives of the current research are to identify the satisfaction marketing mix of the interior decoration enterprises product in Guangxi, China, to identify customer decision-making of the interior decoration enterprises product in Guangxi, China. The third objective is to the relationship between marketing mix and customer decision-making of the interior decoration enterprises product in Guangxi, China. The null hypotheses of relationship were rejected after the results interpretation. Marketing mix (product, place, promotion, process, people, price, and physical evidence) has a positive relationship with customer decision-making.

According to Rangkuti in Wijaya et al. (2018), promotion is a marketing activity in order to inform and encourage demand for products, services, ideas from the company by influencing consumers to buy products and services produced by the company. Promotion in the marketing mix helps business to spread their offerings to a huge array of customers, thus creating a large portfolio of customers. In addition to this, it affects customer decision-making. The benefits of marketing mix also include the elements of influencing customer decision making. This is one of the reasons that this current research uses marketing mix as the independent variable to

test its influence on customer decision-making. Therefore, in order to do this the seven attributes of marketing mix that were tested for the current research which were: product, place, promotion, process, price, people, and physical evidence, all of these seven attributes of marketing mix are the most important and the most beneficial for businesses when used in an appropriate method. These elements and attributes help an enterprise and industry to create awareness among their existing and potential consumers. The interior decoration industry is one of the thriving industries in Guangxi, China. In addition to this, the interior decoration industry does have its competitive advantage of creating a large customer base. The one of reason for customer obtaining is the appropriate use of marketing mix tools by interior decoration industry in Guangxi. The regression analysis showed that marketing mix is predictor of customer decision-making in the interior decoration industry in Guangxi, China.

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