

The Factors of Marketing Mix Which Affect to Purchasing Decision of Street Food in Samutprakarn

Prof. Suthum Phongsamran^{1*} Ms. Thanatchaphorn Chonthairungruang²

¹ Associate Professor, Graduate School of Kasembindit University, Bangkok

² Graduate School of Kasembindit University, Bangkok

Abstract – The objectives of this study were to study the factors of marketing mix which affect to purchasing decision of street food in Samutprakarn and study about purchasing decisions of street food in Samutprakarn. The survey research is applied to this study. The sample of this research is the people that consume street food in Samutprakarn in January to February 2018 for the number of 323 people and used questionnaires as the tool for collecting the information.

The results of this study found out the target group who have different age, different status and different career affected to the purchasing decision of street food in Samutprakarn differently. The factors of marketing mix which affected to purchasing decision of street food in Samutprakarn include product, place and promotion by focusing on benefiting for health, the taste of food, placed in shopping area and online advertising affected to purchasing decisions of street food in Samutprakarn by having statistical significance at 0.05

Keyword: Factors of Marketing Mix.

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INTRODUCTION

The restaurant business market in Thailand is large. The competitive situation in the restaurant industry in 2017 still has intense competition. Because there are many competitors And there are many new restaurants happening Including unstable economic conditions Affecting the buying behavior of consumers (less purchasing power of consumers) which affects the sales, survival and stability of the restaurant business quite a lot Today, people are eating a lot of street food. According to a 2007 UN Food and Agriculture Organization study, 2.5 billion people eat street food every day. Various media spoke about more roadside restaurants. Therefore, students are interested in studying the subject. "The success factor of roadside restaurants Samutprakarn Province "in order to be able to bring the results of the studies that have been improved to the marketing activities of roadside restaurants. Samut Prakarn Province To have better performance Can continue to operate firmly And for the benefit of those who are interested to use the information obtained from this study to use other benefits further

RESEARCH OBJECTIVES

To study the marketing mix factors affecting the decision to buy food along the road Samut Prakarn Province and to study the process of buying food along the way Samut Prakarn Province

SCOPE OF RESEARCH

1. Content: The content used in this research is

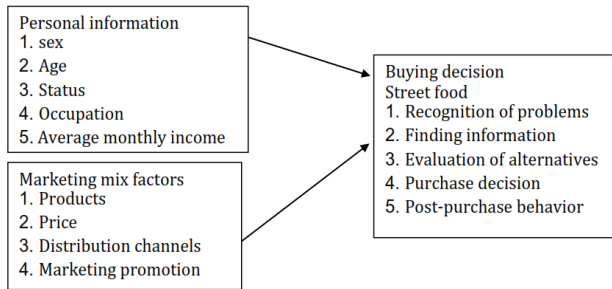
- The marketing mix theory (4P's) of Philip Kotler consists of product, price (price), distribution channel and promotion (Promotion)
- Philip Kotler's purchasing decision theory has a 5-step process consisting of step 1. Recognition of problems or needs. Step 2. Finding information. Step 3. Evaluating options. Step 4. Buying decisions. Step 5. Behavior after purchasing.

2. Demographics and sampling methods:

The population used in this research is People eating street food in Samut Prakan province the samples used in this research were People who eat along the roadside in Samut Prakan Province, 323 people

3. Time: The time spent in research is Between January - February 2018 for 1 month

Research framework



RESEARCH MYTHOLOGY

1. The researcher conducted a quantitative research study. (Quantitative Research) is the use of statistical data.
2. The population used in this research is People who eat along the way Samut Prakarn Province The sample group of 323 samples were randomly distributed and questionnaires were not known. Therefore sampling without using probability (Non-Probability Sampling) and Purposive Sampling
3. Tools used in this study Is a questionnaire of 4 parts, with the following details: Part 1 Questionnaire about personal information Part 2 Questionnaire on the level of opinions on marketing mix factors Questionnaire construction and query efficiency By studying the basic information Study the theories of marketing mix factors and purchasing decision processes Including relevant documents to be a guideline for creating questionnaires, studying principles and determining the issues of questions in accordance with the research objectives and presenting advisors To check the initial questionnaire Apply the updated questionnaire as suggested. And test the accuracy (Validity) to find the consistency of the objectives and content (IOC) by 3 experts and used in collecting reliability test data of 30 sets of questionnaires used in the study is as reliable. 855
4. Collection of data The researcher has collected data. According to the following steps: to submit the questionnaire to the sample group according to food sources

along the Samut Prakan province Collect questionnaires And select the complete questionnaire To bring the information to be analyzed further.

5. Statistics used in preliminary data analysis are descriptive statistics, ie percentage, mean, standard deviation and inferential statistics including t-test, ANOVA analysis, F-test (One-way ANOVA) and Regression Analysis.

For criteria for judging the results of data analysis which is a question of the score type divided the score of opinion level into 5 levels according to the Likert form. The questionnaire created is a question of type of rating scale (Rating Scale)

RESEARCH RESULT

1. Personal information

A total of 323 respondents found that the majority of respondents were females, accounting for 65 percent of those aged between 20-29 years, accounting for 58 percent. Those with single status Representing 76 percent of those who are professionals in the private company Accounted for 38 percent and those with average monthly income Less than 10,000 baht, equivalent to 30 percent.

2. Summarizing the results from the study of data

- Summary of marketing mix factors Summarize the results from the study From the analysis of all bar graphs
- Products From the study of data, found that The overall average of the importance level of marketing mix factors affecting the decision to buy food along the Samut Prakan province. The product level is high. And those who eat food along the Samut Prakan province Giving importance to marketing mix factors In the high level of 6 products, consisting of food flavor, food type, useful food service Variety of food And the novelty of 3 medium food items, consisting of packaging, food quantity and beauty of food, respectively
- The price from the study data found that the overall average of the importance of the marketing mix factors affecting the decision to buy food along the Samut Prakan province. The price is at a high level. And those who eat food along the Samut Prakan province Giving importance to price mix marketing factors at a high level, 4 items consisting of clearly identifying food prices Reasonable price

- with quantity Reasonable price for quality And food prices per meal, respectively
- Distribution channels From the study of data, found that The overall average of the importance of marketing mix factors affecting the decision to buy food along the Samut Prakan province. Distribution channels At a high level And those who eat food along the Samut Prakan province Giving importance to marketing mix factors The distribution channels at the high level 4 items consist of travel convenience. The convenience of parking places Located in the shopping area And the atmosphere or beauty of the shop respectively
- Marketing promotion From the study of data, found that The overall average of the importance level of marketing mix factors affecting the decision to buy food along the Samut Prakan province. Marketing promotion At a high level And those who eat food along the Samut Prakan province Giving importance to marketing mix factors In the promotion of marketing at a high level, 1 item consists of 2 medium-level sales promotion activities, namely online media ads and billboards at various locations, respectively.
- Assessment options From the study of data, found that The overall average of the level of opinion of the purchasing decision factors that affect the decision to buy food along the road. Samut Prakarn Province In the evaluation of options At the highest level And those who eat food along the Samut Prakan province Give feedback to evaluate alternatives The highest level of 3 items consists of satisfaction with food types. Satisfaction with food types And satisfaction with reputation, respectively
- Purchase decision From the study of data, found that The overall average of the level of opinion of the purchasing decision factors that affect the decision to buy food along the road. Samut Prakarn Province The decision to buy At a high level And those who eat food along the Samut Prakan province Give opinions on purchasing decisions. The highest level of 1 item is satisfied with the atmosphere in the store level, 2 items consisting of satisfied with the number of customers And satisfaction with certification from the respective agencies
- Behavior after purchase From the study of data, found that The overall average of the level of opinion of the purchasing decision factors that affect the decision to buy food along the road. Samut Prakarn Province After buying behavior At the highest level And those who eat food along the Samut Prakan province Giving opinions on the behavior after the purchase of the 3 most levels, consisting of opportunities to share experiences Opportunity to recommend And the opportunity to return to purchase respectively

Summary of information on the purchasing decision process Summarize the results from the study From the analysis of all bar graphs

- Recognition of problems From the study of data, found that The overall average of the level of opinion of the purchasing decision factors that affect the decision to buy food along the road. Samut Prakarn Province Perception of problems At a moderate level And those who eat food along the Samut Prakan province Give opinions on the perceived problems of 2 high levels, consisting of hunger or craving And want to try to eat according to the medium level 1 item, ie stress, boredom, or want to travel respectively
- Information search From the study of data, found that The overall average of the level of opinion of the purchasing decision factors that affect the decision to buy food along the road. Samut Prakarn Province Information search At a moderate level And those who eat food along the Samut Prakan province Provide feedback on 3 medium-level searches, including consideration of past buying experiences Explore and check prices by shop Ask one person to be close and at least 1 level, including information on the internet, respectively.

HYPOTHESIS TEST RESULTS

Hypothesis 1. Different personal factors affect the decision to buy different food along the Samut Prakan province. The results of the test using ANOVA statistics showed that personal factors with different age, status and occupation had a different effect on the decision to buy food along the Samut Prakan province. For different personal, gender and average monthly income factors Affecting the decision to buy food along the way, Samut Prakan Province is no different

Hypothesis 2. Marketing mix factors influence the decision to buy food along the Samut Prakan province. The results of the test using Regression statistics showed that the marketing mix factors influenced the decision to buy food along the Samut Prakan province, consisting of useful food with a value of Sig 0.000. The food flavor is equal

to 0.004 Sig and online advertising has a Sig value of 0.005, respectively.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	the influence
	B	Std. Error	Beta			
Type of cuisine	-.031	.033	-.050	-.955	.340	No relation
Novelty of food	-.024	.026	-.045	-.894	.372	no
Useful food taste	.107	.025	.218	4.288	.000	yes
Variety of food	.102	.035	.153	2.891	.004	yes
Food quantity	.047	.033	.088	1.444	.150	no
Food package	.000	.026	.000	-.009	.993	no
Food beauty	-.040	.032	-.086	-1.253	.211	no
Services	.030	.030	.063	.999	.318	no
Price level	.050	.029	.099	1.739	.083	no
value	.026	.041	.041	.633	.527	no
Food price per meal	.007	.038	.011	.188	.851	no
Clear price identification	.015	.036	.026	.402	.688	no
Travel convenience	-.017	.030	-.032	-.555	.579	no
The convenience of parking places	.056	.036	.088	1.552	.122	no
The shop is located in the shopping area.	.031	.030	.064	1.007	.315	no
Atmosphere or - the beauty of the shop	.120	.033	.207	3.602	.000	yes
Online advertising	-.047	.031	-.090	-1.545	.123	no
Promotional activities	.078	.027	.166	2.851	.005	yes
Advertising banners at various locations	.043	.035	.081	1.220	.224	no
	.060	.034	.122	1.736	.084	no

Discussion of suggestions from the study from the study of "The success factor of roadside restaurants Samut Prakan Province "The study has suggestions for the following benefits.

Marketing mix factors Product Issues that should be supported are Food taste Service On the impact on health and diversity by increasing attention in every aspect whether it is raw materials, formulas, processes to improve food can be done as follows.

Food taste should develop and improve the taste of food to provide delicious food to consumers and control the food taste to the same standard every time consumers eat

- Effect on health should add food items that are food that has added health benefits to be an option for many consumers who are in a healthy lifestyle and should have a clean and safe cooking process for consumers
- Diversity Should increase the variety of food to meet the needs of consumers more Regularly presenting interesting new dishes May be every month, there will be a new menu, monthly food, etc.
- Service There should be training for all employees to love the service. Should be service conscious and friendly to every customer Price mix marketing factors. Issues that should be supported are clearly identifying food prices and value can be done as follows

Clearly identifying food prices there should be a clear label on the store's food price so that consumers know the price of food.

- Worthiness should increase the quality of food to suit the price Look at the customer's perspective. Causing the customers to feel that the food they eat is worth the money Focus on creating customer satisfaction. Not just looking at profits

Marketing mix factors Distribution channels Issues that should be supported are the convenience of traveling and the convenience of parking places before deciding to build a restaurant should consider the location of the place to set up shop the location should be convenient for traveling and there are parking spaces nearby. So that customers can travel easily to the store Marketing mix factors Marketing promotion Issues that should be supported are In promotional activities By offering promotional activities that are always interesting to customers Should be a promotional activity that is good for both the customer and the store as well, such as 10% discount when like and share the Facebook page of the store etc.

Applying the results of the study as a guideline for improving marketing activities of roadside restaurants Samut Prakarn Province Can be implemented by focusing on the development of food flavors Should have a unique taste Using good quality raw materials Have the same quality control every time The subject of food that has health benefits Should add healthy food items such as brown rice, whole grains, vegetables, fruits, etc. and should have a clean, safe process Service matters Should instill in all employees the service with heart Have manners and care for every customer The subject of the shop is located in the shopping area. Should find the location of the store to be close to the source of shopping, such as department stores. Or a night market with lots of people walking should be convenient to travel Convenient parking the issue of online media advertising there should be a marketing promotion or advertising that is interesting via Facebook because people today use Facebook a lot. And have promotional activities that are always interesting to customers

SUGGESTIONS FOR FURTHER RESEARCH

- The next study should find additional information by in-depth inter views in personnel at all levels by selecting representatives of each group. Including executives of various departments involved to get truly effective information and should study factors affecting the decision to buy food along the way of consumers in Samut Prakan Province to confirm the validity of the results from this study
- For this study the study group selects specific groups of population. So for the next study the study group should change the population. To compare the results of the results analysis For the benefit of bringing more effective results to the guidelines

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Corresponding Author

Prof. Suthum Phongsamran*

Associate Professor, Graduate School of Kasembindit University, Bangkok