

# Analysis of the Comparative Relationship between the Marketing Mix Factors in the Decision to Use the Services of a Construction Company Bangkok

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**Abstract**—study objectives To study the market mix factors in choosing the services of a construction company in Bangkok Metropolitan Administration to study the decision to choose the services of a construction company in On Nut district, Bangkok, scope of population studies. The sample group used in the study consisted of people who came to use the services of construction contractors in Bangkok. The population and the sample used in the study population were 400 customers. Marketing mix factors influence the decision to use the construction company's products. distribution channel marketing promotion and service process Overall, it influenced the decision to choose the services of a construction company. statistically significant at the level .05 should study about the quality of services related to construction companies To provide customers with a service that is still lacking in order to be a tool for further improvement of service quality. Good results from education. Make service is the satisfaction of Customers because they come from the intention of the work must be of quality and also add value to the work continuously. causing the development of research and education works that make customers very satisfied as a tool for further development of service quality.

**Keywords**— construction services company.

## I. INTRODUCTION

The increasing amount of investment in real estate This causes construction business owners to adjust business in order increase their competitiveness create a good image for the organization in providing quality construction to compete with other construction in business operation of construction it must deliver complete work in all aspects to customers. The credibility creates and value for consumers of delivery work must take into account the completeness of the work. Whether it's a building, a residence, a hotel, it is necessary to deliver quality work, so entrepreneurs need personnel with expertise in various fields. ( Ogunlana, Promkuntong, & Jearkijrm, 1996)

The Construction business that grows in parallel with

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the development of the Thailand country. If the country's economy is prosperous The construction industry will grow together. It will also conducive and related industries. Both small and large industries, support by financial institution sector, and the labor sector to expand as well, and also have different characteristics from other types of businesses because they have specific characteristics, namely, having to work in open spaces. In the unstable weather conditions, of work at all times because there are uncertain variables such as heavy rain, insufficient construction materials The work area will change from project to project. have to move equipment and personnel are always ( Toor, & Ogunlana,2008)

The contractor selection process helps project owners to select contractors The ability execute projects comes into the tender process. The reduce of problems that will occur during construction This will result in project delays or job abandonment. In selecting contractors, preliminary information of the contractor will be used to study through the process and factors used In considering the selection that the project owner. ( Ahzahar, Karim, Hassan, & Eman, 2011)

Based on the above information, the researcher is interested in studying the marketing mix factors in deciding to choose a contractor service. in order to use the results from the study to improve the construction services to increase the number of employers for the construction business.

## II. STUDY OBJECTIVES

To study the market mix factors in choosing a construction company service in Bangkok. To study the decision to use a construction company service in On Nut, Bangkok.

### A. Hypnosis

- Different personal information It affects the decision to choose the services of a construction company differently.
- Marketing mix factors are related to the decision to choose the construction company service.
- Marketing mix factors influence the decision to use the services of a construction company.

### B. Scope of Study

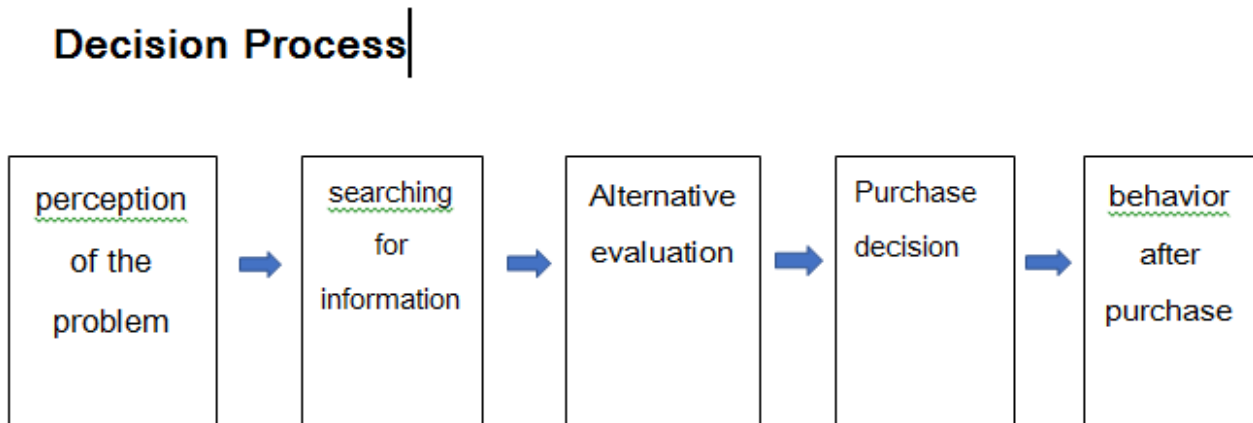
Content: A study of the decision to use the services of a construction company in Bangkok Based on Philip Kotler's marketing mix theory, which includes Product, Price, Place, Promotion, People, Process, and Physical. Evidence) and Philip Kotler's Theory of Decision Making. Problem Recognition, Information Sources, Evaluation of alternatives, Purchase Decision, and Post Purchase Behavior in Population. The sample group used in the study was those who came to use the services of construction contractors in Bangkok. (Kotler,2011).

namely, personnel (People), service process (Process) and Physical evidence (Physical evidence) to be consistent with important concepts in modern marketing. especially in the service business Therefore, it can be called as a marketing mix (The Marketing Mix 7Ps), with marketing tools divided into 7 groups:

#### A. Decision Process

### III. THEORY OF MARKETING MIX

Variables or marketing tools that businesses use to fulfill their target group's marketing objectives to meet customer satisfaction. Originally, the marketing mix consisted of only 4 variables (4Ps), namely Product (Product) in terms of price (Price), distribution channel (Place) and marketing promotion (Promotion) later, there were 3 additional variables,



### Kotler & Keller (2016)

1. Problem Recognition In the first step, consumers perceive the difference between internal and external stimuli including physical and psychological needs These, when they occur to some extent, become stimuli through which the person learns how to deal with the stimuli from past experiences (Luria,1971)

2. Evaluation of alternatives Once data is obtained from the second stage, the next step is Armstrong & Kotler (2015) where consumers must assess the benefits of each product option being considered. after searching for information Consumers must evaluate the various options. possible before deciding At this stage, the consumer must define the consideration rules that will be used for the evaluation. taking into account reasons such as price, durability or product features, etc., or personal satisfaction Based on the established criteria, consumers will be informed of possible alternatives. If there is only one possible alternative Evaluation made easy

But sometimes alternatives are possible. There are many options Consumers must consider the options that are most satisfying. ( Kotler, Burton, Deans, K., Brown, & Armstrong, 2015)

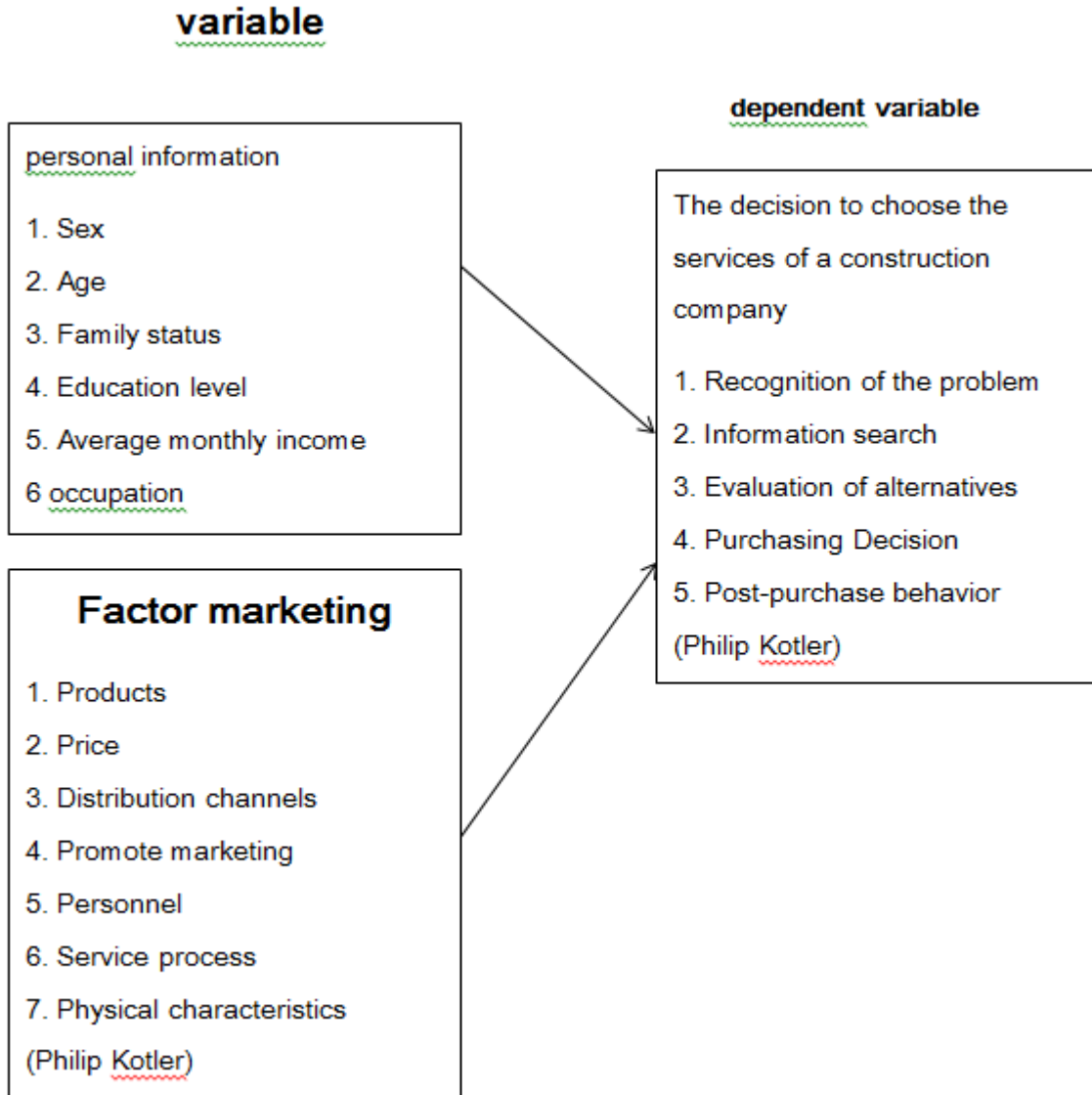
3. Purchase Decision after evaluating options The next step, consumers have to decide to buy the products they want the most. Brand of purchase, choice of seller, time of purchase and payment method. however When it's time to actually shop There may be other factors that have an impact on changing consumer purchasing decisions, such as the attitudes of those around and uncontrollable events such as economic conditions, etc. ( Lin, 2008)

4. Post purchase behavior is a deep knowledge of satisfaction or dissatisfaction. Occurs after the consumer has bought the product and used it. This categorized into several levels, such as very satisfied, neutral, or dissatisfied. Consumer satisfaction related to actual expectations and values

consumers have expected Consumers will not be satisfied But if the actual received value is equal to the expected consumers will feel satisfied and if the actual received value is higher than expectation Consumers will feel very satisfied, rejoice. Come back to buy the product again and tell me more. But if consumers are not satisfied, they may tend to buy other brands instead. ( Mahamud, & Sripoon-orn, 2016)

**B. Conceptual Framework**

From the above study The researcher has based on 7P's marketing mix factor theory, summarized it and coordinated it into a conceptual framework. In the study of marketing mix factors affecting the decision to use the services of a construction company in On Nut area Bangkok are as follows:



**C. Research Methodology**

A Study on Decision Making for Construction Company Services in Bangkok The objective of this research was to study the factors of marketing mix in the use of construction company services. The decision to choose the services of a construction company Comparison of the decision to choose the services of a construction company classified by personal information. To study the relationship between marketing mix factors affecting the decision to use the services of a construction company. and to study the factors of marketing mix that affect the decision to use the services of a

construction company The data from the study can be used to improve the service to increase the number of employers who use the services of construction companies.

**D. Population and samples used in the study**

The population used in the study were service recipients. construction company A total of 400 samples were selected for this study. (Cochran, 1954) unidentified sample size was calculated at the 95% confidence level as follows:

$$n = (.50)(1-.50)(1.962)/(.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

n = 384.16

E. Study Results

A Study of Decision Making for Construction Company Services in On Nut Area Bangkok The study population was a

sample group who had used the services of a construction company in . Bangkok 400 sets of questionnaires were used as a data collection tool and 400 sets were returned, representing 100%.

ANALYSIS OF THE RELATIONSHIP BETWEEN MARKETING MIX FACTORS AND THE DECISION TO USE THE SERVICES OF A CONSTRUCTION COMPANY IN AREA BANGKOK

Marketing mix factor	service decision relationship Construction company in area Bangkok			
	r	Sig	Related	Level
<b>Product</b>	.719**	.001	Same High	<b>7</b>
<b>Price</b>	.744**	.001	same direction high	<b>6</b>
<b>Chanel of distribution</b>	.762**	.001	same direction high	<b>4</b>
<b>Promotion</b>	.748**	.001	same direction high	<b>5</b>
<b>Personal</b>	<b>.765**</b>	.001	same direction high	<b>3</b>
<b>Process</b>	<b>.784**</b>	<b>.001</b>	same direction high	<b>1</b>
<b>Physic</b>	.779**		same direction high	<b>2</b>
<b>ภาพรวมเฉลี่ย</b>	.800		same direction high	

\*\* Statistically significant at the .01 (2-tailed) level

Marketing mix factors are related to the decision to choose the construction company service. The overall mean overall correlation was very high in the same direction ( r ) = .800.

F. Consider the relationship from the relation coefficient r in descending order as follows:

1. Marketing mix factors in service process and decision to use construction company services The same direction high correlation level ( r ) = .784.
2. Marketing mix factors in terms of physical appearance and decision to use construction company services The same direction high correlation level ( r ) = .779.
3. The marketing mix in terms of personnel and the decision to use the services of a construction company The same direction high correlation level ( r ) = .765

4. Marketing mix factors in terms of distribution channels and the decision to choose a construction company service Same direction high correlation level ( r ) = .762

5. Marketing mix factors in terms of marketing promotion and the decision to choose a construction company service The same direction high correlation level ( r ) = .748.

6. Marketing mix in terms of price and the decision to choose a construction company service The same direction high correlation level ( r ) = .744

7. Marketing mix in terms of products and the decision to choose a construction company service The same direction high correlation level ( r ) = .719

COMPARISON OF MARKETING MIX FACTORS INFLUENCING THE DECISION TO USE THE SERVICES OF A CONSTRUCTION COMPANY IN BANGKOK

Marketing mix	B	Std. Error	Beta	t	Sig.	test
(Constant)	.866	.145		5.982	.001*	yes
<b>Product</b>	<b>.201</b>	<b>.066</b>	<b>.199</b>	3.061	<b>.002*</b>	yes
<b>Price</b>	-.043	.087	-.045	-.497	.619	no
<b>Chanel of Distribution</b>	<b>.257</b>	<b>.100</b>	<b>.276</b>	<b>2.584</b>	<b>.010*</b>	yes
<b>Promotion</b>	.335	.129	.367	2.603	.010*	yes
<b>Personal</b>	.205	.134	.224	1.534	.126	no
<b>Process</b>	.337	.103	.369	3.263	.001*	yes
<b>Physic</b>	.182	.100	.199	1.827	.068	no

\* Statistically significant at .05 (2-tailed) level

Comparison of marketing mix factors influencing the decision to use the services of a construction company in Bangkok found that the product marketing mix factors distribution channel marketing promotion service process influencing the decision to choose the services of a construction company With statistical significance at the .05 level, it was concluded that the aforementioned marketing mix factors influenced the decision to use the construction company service. But for the price, personnel, physical characteristics There is no influence on the decision to use the services of a construction company.

#### IV. CONCLUSION

A Study on Decision Making for Construction Company Services in On Nut Area Bangkok The objectives of this study were to study the marketing mix factors in choosing the services of a construction company in On Nut area. Bangkok To study the decision to choose the services of a construction company in On Nut area Bangkok To compare the decision to choose the services of a construction company in the On Nut area Bangkok Classified by personal information To study the relationship between the factors of marketing mix and the decision to choose the services of a construction company in On Nut area. Bangkok To study the factors of marketing mix that affect the decision to use the services of a construction company in On Nut area. Bangkok

400 sets of questionnaires were used as data collection tools and statistics were used for data analysis, ie percentage, mean, t-test, hypothesis testing, (One-Way ANOVA), Correlation and Multiple Regression Analysis. can be summarized as follows:

##### *A. Study information on marketing mix factors in choosing the services of a construction company in Bangkok*

From the study of information on the importance of marketing mix factors in choosing the services of a construction company in Bangkok found that product factors price factor Service process factors Personnel factor Marketing Promotion Factors Distribution channel factors and physical factors Overall, the marketing mix factor is at the most important level. The details are as follows.

1. Product factors The results of the study were found to be at the highest level of importance. The details of importance are at the most important level, including 4 items, consisting of many styles of houses to choose from. Construction is correct and in accordance with engineering and architecture principles. The materials used in the construction are of high quality and standard. The construction is elaborate and employs skilled craftsmen.

2. price factor The results of the study were found to be at the highest level of importance. with important details At the most important level 3 consists of a written quotation, details of the materials used. The price is reasonable for the quality and materials used. There are various price levels to choose from.

3. Service process factors The results of the study were found to be at the highest level of importance. The details of importance are at the most important level, 3 items are: the speed of the construction Clarification of construction details clearly Operate according to safety standards

4. Personnel factors The results of the study were found to be at the highest level of importance. The details of importance are at the most important level. 4 items are comprising a construction company with experienced engineers and architects. Employees have good human relations and are willing to serve. Employees can provide information or can answer any questions of customers The staff is knowledgeable and competent in construction.

5. Marketing promotion factors The results of the study were found to be at the highest level of importance. The details of importance are at the most important level, 4 items, consisting of public relations via online media such as websites, Facebook, and procurement of credit sources from various financial institutions. Public relations through print media Exhibits at various events

6. Distribution channel factors The results of the study were found to be at the highest level of importance. The details of importance are at the most important level. 4 items, consisting of on-site customer service according to customer needs. There is a reliable website that can be contacted for real. The location of the construction company is convenient for traveling and contacting. Comprehensive service branches

7. Physical factors The results of the study were found to be at the highest level of importance. The details of importance are at the most important level. 4 items. The reputation of the company. The company has a beautiful and interesting decoration. The bathroom is clean and well ventilated. Have a review or work that a construction company has done for customers to choose to see and make decisions

From the study of information on the factors of marketing mix in choosing to use the services of a construction company It made me aware of the marketing mix factors in choosing the services of a construction company. There is a level of importance, with the average included in the highest priority.

##### *B. Learn about the decision to use a construction company in area. Bangkok*

From the study of information about the decision to choose the services of a construction company in Bangkok found that the evaluation of alternatives problem perception information search purchase decision and behavior after purchase Overall decision making was at the highest level of importance. The details are as follows.

1. Alternative Evaluation The results of the study were found to be at the highest level of importance. The details of importance are at the most important level, 3 items, consisting of a comparison of service standards. work experience number of projects of each contractor company Compare Processing Time Compare the prices of each contractor company.

2. problem perception The results of the study were found to be at the highest level of importance. The details of

importance are at the most important level, including 3 items: wanting to solve housing problems or buildings that are damaged and dilapidated, want to have a place to live Or buildings that are beautiful, exotic or modern, want to build, add or decorate a residence.

3. Information search The results of the study were found to be at the highest level of importance. The details of importance are at the most important level, 3 items, consisting of searching for information through online media or websites such as websites, Facebook, requesting information through the project. or organized events Find information from people you know, friends, relatives or people who use construction services.

4. Purchasing decision, The results of the study were found to be at the highest level of importance. The details of importance are at the most important level. 3 items are cheaper than other contractors. famous and known family person or the person who trusts to take part in the decision making

5. Behavior after purchase The results of the study were found to be at the highest level of importance. The details of importance are at the most important level, 3 items, consisting of, will recommend to friends. or an acquaintance using a construction company that uses the service Will review the service through online media. Satisfied with the facilities as well as an overview of the service

From the study of information about the decision to choose a construction company service, the decision to choose a construction company service was known. There is a level of importance, with the average included in the highest priority.

Hypothesis 1: Different personal data have different decision-making processes for construction companies. The study found that Age personal information in terms of family status The average monthly income Different types have different effect on the decision to choose the services of a construction company. and gender-based personal data In terms of educational level and professional life, different factors affect the decision to choose the services of a construction company.

Hypothesis 2 The marketing mix factor is related to the decision to use the services of a construction company. Marketing mix factors are related to the decision to choose the construction company service. Product, price, distribution channel marketing promotion, personnel, service process and physical characteristics Overall, it is related to the decision to choose the services of a construction company. The correlation level is very high in the same direction.

Hypothesis 3: Marketing mix factors influence the decision to use construction company services. The study found that marketing mix factors influence the decision to use construction company services. Product distribution channel marketing promotion and service process Influence on the decision to choose the services of a construction company statistically significant at the .05 level.

### *C. Discussion of Results*

From the study, the decision to choose the services of a construction company in On Nut area Bangkok The students had issues to discuss as follows:

gender information Different levels of education, occupations have different decisions to use the services of a construction company. no different This is in line with the research study of factors influencing the selection of construction contractors of consumers in medium-sized municipalities. Chiang Mai Province found that the comparison of factors influencing the selection of construction contractors of consumers in medium-sized municipalities Chiang Mai Classified by personal factors There was no statistically significant difference at the 0.05 level.

### *D. Recommendations from the study*

The study authors have the following suggestions to be useful:

- Product There are various construction styles to choose from. The form of work from customers who have used the service to be an alternative for making a decision to use the service.

- distribution channel There should be customer service at the location. in construction appraisal and clarify the details of the service Including having a website and a way to contact via online channels to choose to view various works

- marketing promotion Should use online media to reach customers. Through various platforms such as Facebook, YouTube and the website, etc. Due to the widespread use of online media nowadays

- service process Operational safety standards should be checked regularly. The construction period should be completed ahead of schedule in an appropriate time. not too soon and too late in order to build credibility with service users and to generate word of mouth in the future Ensuring that the service in case of any problems can be corrected in a timely manner

### SUGGESTIONS FOR THE NEXT STUDY

Should study about the quality of services related to construction companies. To provide customers with any service that is still lacking in order to be a tool for further improvement of service quality. The good results obtained from the study make service is the satisfaction of Customers because of the intention, the work must be of quality and also add value to the work continuously. causing the development of research and education works that make customers very satisfied as a tool for further development of service quality.

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