

Marketing Mix Factors affecting Thai Dessert Buying Behavior of Consumers in Bangkok

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Abstract—The objectives of this study were to study 1) market mix factors for buying Thai desserts of consumers in Bangkok 2) buying behaviors of Thai desserts in Bangkok Marketing mix factors affecting buying behavior of Thai desserts of consumers in Bangkok A sample of 400 subjects was selected by using a questionnaire as a study tool and the collected data was processed using Chi-Square and Multiple Regression Analysis.

The results showed that most of the respondents were female. Age between 41 - 50 years, marital status, 3 - 4 family members, average monthly income between 20,001 - 30,000 baht. Occupational business. Overall, the overall market mix of Thai desserts was at a very important level. hypothesis test results Personal data regarding age, different family status There was a statistically significant effect on the purchase of different Thai desserts. .05 Product marketing mix factor influence on buying behavior of Thai desserts at 0.05 level of statistical significance

Suggestions from the study of Thai dessert shop entrepreneurs should focus on products Controlling the taste of Thai desserts to a standard Should use quality, fresh, clean ingredients that are made from real nature. Always made fresh daily, Thai desserts have a variety of styles to choose from. It has a beautiful packaging. These will help increase the new customer base and maintain the old customer base by word of mouth about the freshness, cleanliness and deliciousness that the shop delivers to customers in all types of Thai dessert menus. Prices should be set to suit the quality of the product. There is a clearly marked price tag. Distribution Thai dessert shop operators should choose a location that is easily accessible, convenient, with a parking lot and a clear sign in front of the shop. marketing promotion Thai dessert shop operators should have promotions on important days for customers such as religious holidays. There is publicity through social media such as facebook, Instagram, tiktok.

Keywords— Marketing, factors, Consumers.

I. INTRODUCTION

The flag is now a national symbol. The unique dress, the language used in the melodious communication. Food also plays an important role in reflecting the image or culture of various peoples very well of course, food can be divided into two main categories: savory and sweet foods, or as we call desserts, which contain ingredients. Methods of making that cause different flavors but still retain the identity of that nation. Thailand itself has Thai desserts that have been

alongside Thai people for a long time. Thai desserts were originally made only when there was a party. The deck has been arranged neatly. (Luengthanaphol, S., Mongkholkhajornsilp, Douglas, Douglas, Pengsopa, & Pongamphai, 2004)

Making Thai desserts must be meticulous in every step, starting from Selection of raw materials of natural origin with the fact that in the past, Thai people used to work as a farmer. The main ingredients in making Thai desserts are flowers and green vegetables, of course, useful. to the body, which is different from the candy that has been modified today The production process is all work. (Mahamud, 2021 Handicrafts, craftsmanship that expresses delicacy, meticulousness, beautiful color appearance, looks appetizing. Fragrant and when eaten, you will feel the sweet and delicate taste. with the taste of That identity makes anyone They all wanted to try one another in a row.(Methawiriyasilp, Pitakworarat, Chaisawadi, Jaturonrasamee, Khemkhaw, Chaisawadi, & Thongbute, 2003.)

At present, Thai desserts may not be as popular as in the past. Because of the introduction of candy flavored in the present to cause the taste, color, smell to be more attractive to eat at a price that can be purchased, but have to risk. not fresh However, Thai desserts have advantages in terms of freshness and use of natural ingredients as well as channels. The distribution is accessible to more people and is served as an after-meal dessert. Mainly according to various restaurants The packaging has been modified to be more modern, suitable for use as friend gift adult relatives or bring their own food and there are also groups of farmers and people following. Villages that want to earn extra income by jointly producing Thai desserts under the One Tambon One product brand "OTOP", with sales channels being placed in general convenience stores in Thailand widely. Those who want to do it but have no knowledge of this field at all It is considered as another channel that gives Thai teenagers the opportunity to study and try. (Kurokawa, 2013)

From the aforementioned reasons, the researcher would like to study the marketing mix factors affecting the buying behavior of Thai desserts in Bangkok. The data from the research can be used to improve Promote Thai dessert products in accordance with consumer demand Allowing Thai desserts to be with Thai people is a continuation of the legend of Thai desserts that are unique to Thailand. and to allow the new generation to have access to more Thai desserts.

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II. STUDY OBJECTIVES

To study the market mix factors for buying Thai desserts by consumers in Bangkok.

A. Hypothesis

- Different personal data affects consumers' buying behavior of Thai desserts in Bangkok. Different
- Marketing mix factors influence buying behavior of Thai desserts in Bangkok consumers.

III. SCOPE OF STUDY

On the content side, a study on buying behavior of Thai desserts among consumers in Bangkok was studied. Based on the marketing mix theory of Philip Kotler, which consists of Product, Price, Distribution Channel (Place), Marketing Promotion (Promotion) Demographics The sample group used in the study was 400 people who bought Thai desserts in Bangkok.

IV. CONCEPTS, THEORIES AND RELATED RESEARCH

A study of marketing mix factors affecting buying behavior of Thai desserts in Bangkok consumers. The student has studied documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows:

A. Marketing mix theory

Has given the meaning of the marketing mix that "To be a tool or controllable factors to meet the needs and to create satisfaction for the target consumer group or to stimulate the target consumer group to create a demand for goods and services" which the marketing mix (4P's) that is a stimulus or marketing stimulus that affect the purchasing decision process, which can be divided as follows: (Baker, & Hart, 2003)

Products refer to things that a company or organization creates and offers to sell to make them attractive. By consumption, it can satisfy consumers for use in the production of other products. or in business guidelines or refers to the goods or services that the purchaser of the goods or services that the purchaser goes for to use in the production, service or operation of the business, or even if the product is The only component in the marketing mix. But it is important that there are many details to consider, such as product variety (Produce Variety), product brand name (Brand Name), product quality

(Quality), product warranties (Warranties) and receipts. Returns (Levitt, 1981).

Price (Pricing) refers to the amount of money that must be paid in order to obtain the desired product or service. must be appropriate for the competitive position. of goods and generating profits at an appropriate rate to the business or the amount of money being charged for goods or services; (Rao, 1984)

Distribution channels (Place) focus on distribution channels that are comprehensive and thorough. can reach every target customer Part as well or as a distribution channel is a moving path from the manufacturer to the consumer or the customer. which may or may not pass through an intermediary in distribution channels, consisting of producers, consumers or road users (Bitner, & Booms, 1982)

Promotion means a tool used for communication between sellers and consumers that will lead to building a strong emotional bond. closely to consumers The expected outcomes of the business in implementing this second level marketing strategy. is that the business will be able to have a higher market share in the minds of customers compared to competitors or as a communication activity to the target market to educate Induce or remind the target market's necessity for the brand and its products or services; advertising, promotion or as a communication tool to satisfy a brand or service idea to an individual, used to induce demand, to reminisce on a product. It is expected to influence feelings, beliefs and purchasing behavior. (Rowley, 1998)

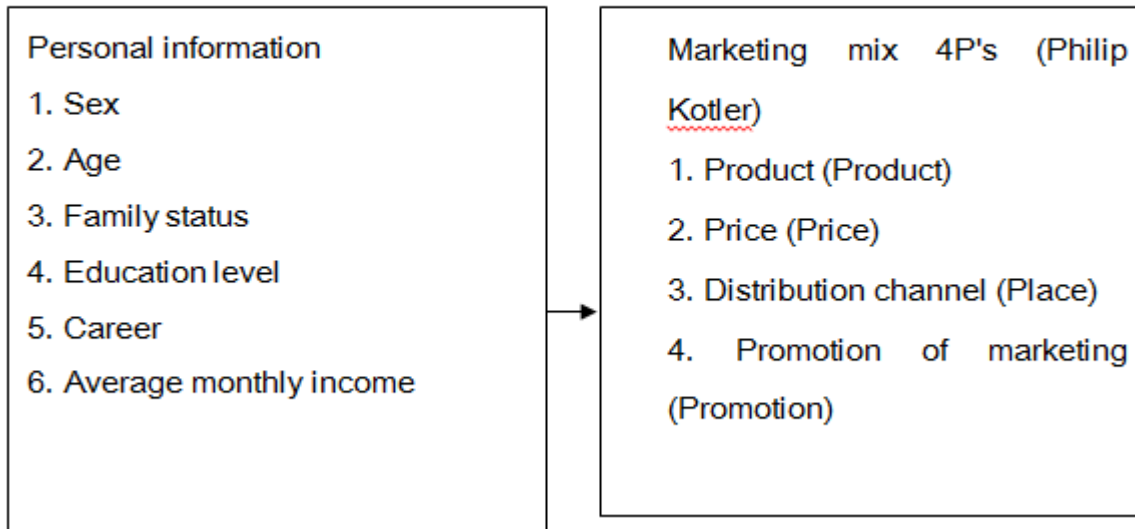
From the above information, it can be concluded that Marketing mix refers to concepts related to a service business. This requires the use of 4P's marketing mix in formulating marketing strategies. In this research, it refers to marketing incentives organized by entrepreneurs to affect consumer behavior of Thai desserts. which consists of 4P's, namely product, price, distribution channel marketing promotion to meet the needs of the target market.

V. CONCEPTUAL FRAMEWORK

From the above study The study was based on 4P's marketing mix factor theory and consumer behavior theory. In summary, and coordinated into a conceptual framework to study the factors of marketing mix that affect the purchase of Thai desserts by consumers in Bangkok as follows:

(Independent Variables)

(Dependent Variables)



VI. METHODS OF CONDUCTING THE STUDY

A study of marketing mix factors affecting buying behavior of Thai desserts in Bangkok consumers. The objective of this study was to study the factors of marketing mix and buying behavior of Thai desserts in Bangkok. classified by personal data and the relationship of marketing mix factors and buying behavior of Thai desserts in Bangkok consumers. to use the results of the study as a guideline to improve the distribution of Thai desserts in accordance with the needs of consumers.

A. Population and sample used in the study

Population used in the study are customers who buy Thai desserts in Bangkok A total of 400 samples were selected. This study used an unknown sample size (Simple size) of W.G Cochran at 95% confidence level as follows:

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

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

$$n = .9604/.0025$$

$$n = 384.16$$

In the calculations, 385 samples were obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete information The researcher therefore used a sample of 400 people.

Study results

The study of marketing mix factors affecting buying behavior of Thai desserts in Bangkok The study sample consisted of buyers of Thai desserts in Bangkok. It is a tool to collect data and get back 400 sets, representing 99 percent.

B. Show marketing mix factors that influence buying behavior of Thai desserts

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	136.736	34.102		4.010	.000
Product	15.612	7.948	.101	1.964	.050*
Price	-10.070	5.548	-.115	-1.815	.070
Channels of Distribution	-8.722	6.901	-.090	-1.264	.207
Promotion	-4.827	5.853	-.051	-.825	.410

*significant level.05**significant level.01

Comparison of influence of marketing mix with cost behavior of purchasing Thai desserts per time It was found that behavior and marketing mix Product aspect (Sig = 0.00) influence on buying behavior of Thai desserts at 0.05 level of statistical significance.

VII. RESULTS, DISCUSSION AND RECOMMENDATIONS

Study subject Marketing mix factors affecting Thai dessert buying behavior of consumers in Bangkok The objective of this study was to study the factors of marketing mix in purchasing Thai desserts. buying behavior of Thai desserts

Comparison of buying behavior of Thai desserts Classified by personal data and marketing mix factors influencing buying behavior of Thai desserts Using a questionnaire of 400 sets as a data collection tool and using statistics to analyze the data, i.e. percentage, mean, Chi-square hypothesis testing and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

Information about the factors of marketing mix in purchasing Thai desserts by consumers in Bangkok.

From the study, it was found that the overall marketing mix factors were at a high level, consisting of products, prices, distribution channels. marketing promotion The details are as follows.

- In terms of price, the overall results of the study were at a very important level. The important details are as follows. 4 items are in a very important level, consisting of the price of Thai desserts depending on the type of Thai desserts There is a label clearly indicating the price of Thai desserts. Prices are reasonable for quality and prices are reasonable for the size of Thai desserts.

- Product The overall results of the study were at a very important level. The important details are as follows. At the most important level, 1 item is Thai desserts that are beautifully crafted. and the level of importance 6 items are in a very important level. Thai desserts are delicious. Thai desserts have a variety of styles to choose from. Reputation of Thai dessert shop with beautiful, modern packaging and nutritious Thai desserts It is a brand that has been certified by the FDA.

- Distribution The results of the study were at a very important level. The important details are as follows. 6 items are in a very important level, consisting of: can be ordered online, the exact opening and closing time, Thai dessert shops have a clear location can travel easily Places selling Thai desserts always have products ready for sale. Places that sell Thai desserts are easy to find. And there is a service to deliver Thai desserts (Delivery) to customers.

- Marketing promotion The overall results of the study were at a very important level. The important details are as follows. 4 items are in a very important level, consisting of promotional campaigns during various festivals There is a free gift when purchasing the full amount. Thai dessert shops are advertised through various media such as Facebook. Thai dessert shops offer a service to taste before buying. and in the level of medium importance 1 item is a weekly discount

A. Marketing mix factors affecting buying behavior of Thai desserts

The marketing mix factor hypothesis influences the buying behavior of Thai desserts from the study. Marketing mix factors in terms of products affecting buying behavior of Thai desserts at 0.05 level of statistical significance

Discuss the results of the recommendations obtained from the study.

B. The study's recommendations are as follows:

- Product Thai dessert shop operators should focus on

controlling the taste of Thai desserts to a standard. Should use quality, fresh, clean ingredients that are made from real nature. Always made fresh daily Thai desserts have a variety of styles to choose from. It has a beautiful packaging. These will help increase the new customer base and maintain the old customer base. Word of mouth is spread about the freshness, cleanliness and deliciousness that the shop delivers to customers in all types of Thai dessert menus.

- In terms of price, Thai dessert shop operators should set prices that are suitable for product quality. There is a clearly marked price tag.

- Distribution Thai dessert shop operators should choose a location that is easily accessible, convenient, has a parking lot, has a clear sign in front of the shop.

- Marketing promotion Thai dessert shop operators should have promotions on important days for customers such as religious holidays. There is publicity through social media such as facebook instagram.

VIII.SUGGESTIONS FOR THE NEXT STUDY

In the next study, expectation and perceived quality of Thai dessert shops should be studied. Study of the promotional model of Thai desserts in the era with technology as a medium and in the era of the epidemic in order to improve the quality and improve in accordance with the needs of consumers as much as possible.

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