

# Deciding to Choose the Service of a Pest Control Company

Chanthima Barem and Suthum Phongsamran

**Abstract**— A study on the decision to choose the service of a pest control company. have a purpose1) To study the marketing mix factors in choosing the service of a pest control company.2) To study the decision to choose the service of a pest control company.3) To compare the decision to choose the service of a pest control company. according to personal information4) To study the marketing mix factors affecting the decision to choose the service of a pest control company. Descriptive statistics were used to describe the demographic data of the respondents and the variables used in the study. is a group of users of pest control companies for residential In this case, the exact population of 400 is unknown, based on the questionnaire. Inferential statistics are used to test hypotheses. Statistics used were t-test, ANOVA analysis, F-test, (One-way ANOVA) and Multiple Regression Analysis. The study found that Most of the respondents were female, aged between 31-40 years old, graduated with a bachelor's degree. Occupation of private company employee and average monthly income 20,001-30,000 baht The information about the market mix factors in choosing the service of pest control companies was found that the overall level was at a very important level, consisting of product factors. Personnel factor process factors physical factor price factor Distribution channel factors and marketing promotion factors, respectively. Information on deciding to use a pest control company. From the study, it was found that Opinion level on the decision to choose the service of a pest control company The average included in the high agree level consisted of the perception of needs. Assessment of information used in decision-making purchase decision information search and evaluation after using the service, respectively. Different personal data has a decision to choose to use the pest control company. different found Personal data about gender, age, education and average monthly income that differ. Affects the decision to choose the service of a pest control company. different

Occupational personal information section Different people have an effect on the decision to choose the service of a pest control company. that is not different and marketing mix information Influencing the decision to use the service pest control company The study found that Marketing mix distribution channels Marketing Promotion and physical characteristics Influencing the decision to choose the service of pest control companies. Statistically significant at the 0.05 level. recommendations from the study Pest control business operators Must pay more attention to the marketing mix factors in the following areas. Distribution should choose a location The transportation is convenient, there is a parking lot, clearly labeled. There are agents providing services covering areas in many provinces. to increase the number of customers distributed to other provinces Increase communication channels with customers such as website media, social media channels to facilitate customers in searching for information And able to answer questions for customers in a timely manner and fast in terms of marketing promotion There should be public relations through various media such as website media, social media channels. to reach customers

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Pest control business salesperson able to provide various promotional information accurately and completely and physical characteristics equipment should be provided Tools used to provide standardized services Always check the equipment. Always keep the tools in good condition. to make the service standardized and is safe for both service users and service staff

**Keywords**— Marketing mix factors, decision-making.

## I. INTRODUCTION

Thailand is located in the equatorial region with a hot and humid climate suitable for the growth of various types of disease-carrying animals. Insects are considered the most numerous species. (Pumijumnonng, & Eckstein, 2011) Some insects are useful. But some species are harmful to humans. by being a vector causing disease that is a public health problem causing problems for many people, both health problems causing a nuisance to people and animals making it predictable that the incidence rate of the disease And the prevalence rate of the disease will increase significantly, the World Health Organization therefore places Thailand in the group of countries at risk of diseases caused by climate change. Especially diseases caused by insects, rodents and mosquitoes are vectors. (Sellers, 1980)

Insects carry diseases such as dengue fever and chikungunya fever. encephalitis, malaria, elephantiasis, typhoid, cholera and allergies Insects that are important public health problems such as mosquitoes, sandflies, cockroaches, flies, louse, bed bugs, ticks, mites, and various venomous arthropods. But it's a nuisance. loss of construction and equipment which many people are facing that is, termites ( Wells, 1964)

The food sources of termites are wood, soil, leaves and lichens. Human habitation usually consists of wood, such as furniture, ceilings, and termite biological experiments with the ecosystem. humid For the spread of termites in Thailand. A total of 4,000 samples were studied and collected in different areas of Thailand. and detailed biological records There are 37 genera of 179 species of termites in which genus *Coptotermes* is the most commonly found termite infestation. and causing severe damage to buildings located in most urban areas (Su, & Scheffrahn, 2000)

Nowadays, when building a building or a house It must be protected by spraying or laying pipes underground in residential areas. for ease of housekeeping Causing the termite control service business to grow continuously Even the termite control business in Bangkok and the perimeter has a specific market value From about 1 million houses, the cost of

removal per house is about 5,000 baht and the damage that needs to be repaired is another 3,000 million baht, meaning that this business will have more than 8,000 million baht in money. About 400 private companies are registered with the Ministry of Commerce, while less than half are registered with the Food and Drug Administration. The reason for that is because Thailand has no law to regulate or control termite control service companies. The trend of termite control business and pest control will grow according to the expansion of the real estate business that increases every year.

Large real estate operators such as Land and Houses Company offer clients additional in-house factors, which includes a termite control system and market value of insecticide products and insect repellent products in Thailand are worth about 4,100 million baht per year and have a growth rate of 5 percent per year, resulting in the market growth of insecticide products and insect repellent products on the rise. Resulting in the competition of business operators in this group.

Today's business is highly competitive. Makes businesses all turn their attention to adaptation, especially in terms of services that focus on service users. Because it is an era where customers are very important, such as fast service. Value service and quality service. Including the pest control service business that day by day, there are more and more entrepreneurs. Therefore, pest control business operators should upgrade their services to be of higher quality. Service users are satisfied and has been consistently accepted by service users (Gadde, & Snehota, 2000).

From the information mentioned above, the researcher realizes the importance of studying the decision to choose the service of the pest control company in 7 aspects, which are: the product (Product), the price (Price), the distribution channel (Place), the marketing promotion (Promotion), the personnel (People), the process (Process), and the physical appearance (Physical Evidence) and to bring the research results to it can be used as a guideline for planning, improving, developing and extending pest control services appropriately, and truly corresponds to the needs of service users (Kushwaha, & Agrawal, 2015).

## II. OBJECTIVES OF THE STUDY

To study the marketing mix factors in choosing the service of a pest control company. To study the decision to choose the service of a pest control company.

### Scope of study

In terms of content, study about the decision to choose the service of a pest control company. Based on Philip Kotler's concept of marketing mix theory, which consists of Product, Price, Distribution Channel (Place), Promotion, People, Process and Physical evidence) and Cot's decision theory. (Armstrong, Adam, Denize, & Kotler, (2014) includes Problem Recognition, Information Search, Evaluation of

Alternatives, Purchase Decision, and Post-Purchase Behavior. (Post Purchase Behavior)

### Concepts, Theories and Related Research

A study on the decision to choose the service of a pest control company. The researchers studied documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines for the study as follows: Marketing Mix Theory decision theory

### Definition of Marketing Mix

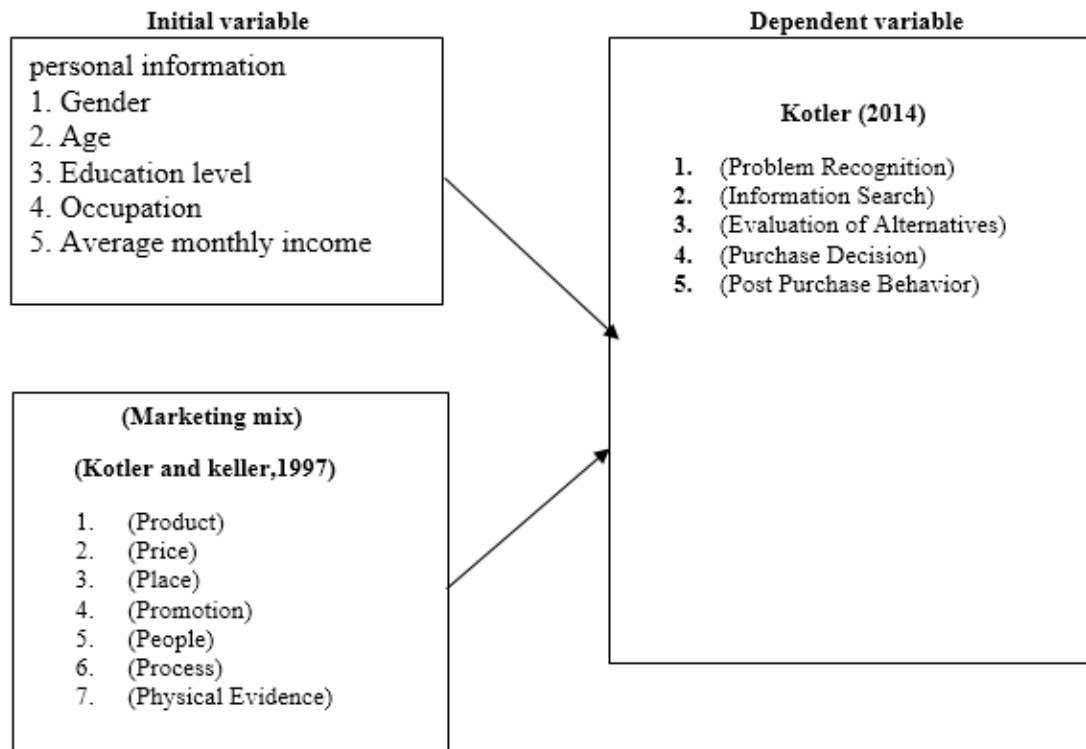
Many scholars have given the meaning of the word "Marketing mix" for the service business is as follows: Kotler (1997) stated that the marketing mix refers to variables or marketing tools that can be controlled. Companies often use them together to meet the satisfaction and needs of their target customers. Originally, the marketing mix consisted of only 4 variables (4Ps): product (Product), price (Price), place or channel of product distribution (Place), marketing promotion (Promotion). Three more variables were added: People, Physical Evidence, and Process, in order to be in line with important concepts in modern marketing, especially with the service business. Therefore, it is collectively referred to as the 7Ps marketing mix. (Rafiq, & Ahmed, 1995)

### Semantic Theory of Service Decisions

Defined the consumer purchasing decision process as a purchasing decision process that has multiple alternatives, and compare those options before making a purchase decision. To achieve the goals decided states that purchasing decision is the determined action of the consumer in deciding on the choice of a product. Brand selection exploring the conditions and the amount to be paid for the evaluation can be measured from Cognitive, Affective, and Conative aspects of those purchasing decisions explained the meaning of judgment as is the stage when consumers actually make a purchase decision. And in evaluating the purchase decision, there are 5 phases: initial needs Introduction Needs, Information Search, Evaluation Of Alternatives, Purchase Decision and Behavior After Purchase (Hatch, & Brown, 1995)

### Conceptual Framework

From the above studies The researcher relies on the theory of marketing mix factors, 7 P's, and the decision to use the service in summary and combines them as a conceptual framework for studying the marketing mix factors that affect the decision to use Metta Tour transportation services as follows:



**Study Method**

A study of the decision to choose the service of a pest control company. The purpose of this study was to study the marketing mix factors in choosing the service of pest control companies. Deciding to choose the service of a pest control company Compare the decision to choose the service of a pest control company. according to personal information and marketing mix factors affecting the decision to choose the service of a pest control company. To use the results of the study to be useful in retaining old customers and increasing the number of new customers of the pest control company. has set the method of study as follows

**Results of Research**

Study of Deciding to choose the service of a pest control company study sample is a group of users of pest control companies for residential A total of 400 questionnaires were used as a data collection tool and 400 of them were returned, representing 100%. The study results were divided into 6 parts as follows:

**The results of the analysis of marketing mix factors that influence the decision to choose the service of a pest control company.**

Marketing	B	Std. Error	Beta	t	Sig	Test
)Constants(	.820	.117		6.983	.000	yes
Product	.060	.051	.059	1.158	.248	No
price	-.003	.045	-0.004	-.070	.944	no
distribution channels	.318	.042	.367	7.631	.000*	yes
Marketing Promotion	.177	.042	.234	4.266	.000*	yes
Personal	.021	.052	.024	.410	.682	no
Process	.045	.057	.052	.801	.424	no
physical aspect	.194	.040	.222	4.813	.000*	yes

\* Statistically significant at the .05 level

service of a pest control company. Statistically significant at the .05 level.

Choose the service of pest control companies found that in terms of distribution channels. Marketing Promotion and physical characteristics Influencing the decision to choose the service of pest control companies. with statistical significance at the .05 level and found that the product, price, personnel and process It has no influence on the decision to choose the

**Summary, Discussion, and Recommendations**

A study on the decision to choose the service of a pest control company. The purpose of this study was to study the marketing mix factors in choosing the service of pest control companies. Deciding to choose the service of a pest control company Compare the decision to choose the service of a pest control company. according to personal information and

marketing mix factors affecting the decision to choose the pest control service of the group of pest control service users. A questionnaire of 400 sets was used as a tool for collecting data. Statistics were used to analyze the data, namely percentage, mean, hypothesis testing, One-Way ANOVA and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

Personal information from the study of Deciding to choose the service of a pest control company It was found that most of the respondents were female, aged between 31-40 years old, graduated with a bachelor's degree. Occupation of private company employee and average monthly income 20,001-30,000 baht Information about the market mix factors for selecting a pest control company.

From the study of the importance of marketing mix factors in choosing the service of pest control companies, it was found that in terms of products, personnel, processes. Physical characteristics, price, distribution and marketing promotion Overall, it is at a very important level. The details are as follows.

Product side Results from the study were included in the highest priority rating. The important details are as follows: 6 items are at the most important level, consisting of quality assurance after service. or during a service contract The tools used for service are modern. safety of chemicals used for service The chemicals used are quality certified. A variety of types of pest control services and the service is convenient and fast. At a very important level, 1 item consists of being a reputable company. Have an easily recognizable logo

In terms of personnel, the results from the study were included at a very important level. The important details are as follows: Ranked at the most important level 1 item consisting of Employees are responsible for their work. At a very important level, 4 items consist of punctual employees. and is fast in service Employees have the ability to solve problems on the fly because they have been trained. Employees have knowledge, understanding and skills in providing service and well-dressed employees. Wear the company's uniform, be courteous, speak politely

Process Results from the study were included at a very high level of significance. There are very important details as follows: There are 6 items at a very important level, consisting of having an appointment before entering the service. standardization in service and various payment systems There is a fast entry process for pest control. Have a quick contact to respond to complaints. There is a survey of the area To design services to suit customers and salespeople have a quick call back to present products.

Physical aspect Results from the study were included at a very high level of significance. The details are very important as follows: 4 items are at a very important level, consisting of tools and equipment used in the service that are in good condition and meet standards. Pest control is safe. Not toxic to the environment Service vehicles are marked with the logo The company name is clear, safe, reliable, and within the company there is a place to serve customers appropriately.

In terms of price, the results from the study were included at a very significant level. The details are very important as follows: 4 items are at a very important level, consisting of

payment methods such as money transfer, credit card, cheque and cash. Standard prices are clearly set. The price is set according to the type of pest and the price for the service is appropriate with the quality of the service, equipment and chemicals. There is an annual price. timely price

Distribution channels Results from the study were included at a very high level of significance. The details are very important as follows: It is at a very important level, consisting of 5 items, which are convenient to contact via telephone. You can easily contact through a salesperson or agent. Can be contacted through many channels such as Facebook, central email There are agents providing services covering areas in many provinces and the company is located in a location that is easy to contact.

Marketing Promotion Results from the study were included at a very high level of significance. The details are very important as follows: 6 items are at a very important level, consisting of officers able to publicize various promotions to customers. There are packages for customers. There are promotions in conjunction with various credit cards.

There are promotions for customers who use continuously. public relations and advertising through various media such as Website and having entered into promotions with housing projects

#### **Information on deciding to use a pest control company.**

From the study of the level of opinions of the decision to use the service of a pest control company, it was found that the perceived needs The evaluation of alternatives in making purchasing decisions purchase decision Information search and post-purchase behavior as a whole were at a high level of agreement. he details are as follows.

The perception of needs Results from the study were included in the highest agreeing level. The details are highly agreed as follows: It is in the most agreeing level with 5 items consisting of wanting to eliminate pests. To want the residents of the house to be safe from disease. and danger from pests To prevent pests from destroying materials and things such as the destruction of termites. To keep the residence clean and to keep the home environment safe.

The evaluation of alternatives in making purchasing decisions The results of the study were included in the high agree level. The details are highly agree as follows: Highly agree 4 items consisting of comparing the promotions of each pest control company. compare quality and the standards of each pest control company's service Compare prices of different pest control companies and compare reputations. and reviews of each pest control company.

purchase decision The results of the study were included in the high agree level. The details are highly agreed as follows: Most agreeing with 1 item consisting of considering the quality of service. and service standards At the level of high agreement, 4 items consisted of reasonable price with the type of service offered by the sales department. famous and known Bring reviews or feedback to make decisions and parents, relatives or people you trust to help make decisions.

information search The results of the study were included in the high agree level. The details are highly agreed as

follows: Highly agree with 5 items comprising direct inquiries from the pest control company. through online media or websites such as facebook IG, reviews, inquiries from friends who have used the service From people you know, friends, relatives or people you trust and find information from various advertising media such as home care journals.

Behavior after purchase The results of the study were included in the high agree level. The details were highly agreed as follows: Highly agree with 4 items consisting of being satisfied with the services of the pest control company. will use the service of a pest control company to use the service again and continue to renew the contract Will recommend acquaintances and friends to use the pest control company that we use and will review the experience of using the service through social media after using the service.

### Recommendations derived from the study

The researcher has suggestions from the study as follows: Distribution Pest control business operators should choose a location The transportation is convenient, there is a parking lot, clearly labeled. There are agents providing services covering areas in many provinces. to increase the number of customers distributed to other provinces Increase communication channels with customers such as website media, social media channels to facilitate customers in searching for information And able to answer questions for customers promptly and quickly marketing promotion Pest control business operators There should be public relations through various media such as website media, social media channels. to reach customers Pest control business salesperson able to provide various promotional information accurately and completely physical aspect Pest control business operators equipment should be provided Tools used to provide standardized services Always check the equipment. Always keep the tools in good condition.

To make the service standardized and is safe for both service users and service staff

### Suggestions for the next study

It should be studied by using an interview form to gain in-depth information and increase the sample collection to cover Bangkok and other provinces. and adding types of service users, types of companies, factories, educational institutions, department stores Because of this study Only residential service users were studied.

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