

# Factors Affecting the Decision to Use the Esc Base Camp Resort Service in Prachinburi Province

Jutamanee Aeksathien and Chinnaso Visitnitikija

**Abstract**— Study of factors affecting the decision to use the Esc base camp resort service in Prachinburi Province aims to study 1) Marketing mix factors in using the service, 2) The decision to use the Esc base camp resort service in Prachinburi Province, 3) Compare the decision to use the Esc base camp resort services in Prachinburi Province classified by personal data, and 4) marketing mix factors affecting the decision to use the Esc base camp resort service in Prachinburi Province. A sample of 400 people used a questionnaire as a tool for data collection and statistical analysis using percentage, mean, hypothesis test, t-test, F-test (One-Way ANOVA), and Multiple Regression Analysis.

The Findings indicated that most of the respondents were female, aged less than 31 years, worked in the private sector, graduated with a bachelor's degree, had an average monthly income between 20,001-30,000 baht, and had single status. Marketing mix factors for using the resort service Esc base camp were at the most satisfactory level. The decision to use the Esc base camp resort service in Prachinburi Province at the highest level. The hypothesis test results on different personal information regarding age, status, education, and average monthly income affected the decision to choose the Esc base camp resort in Prachinburi Province. The marketing mix factors in terms of price aspect, distribution channel aspect, and personnel Influencing the decision to use the Esc base camp resort service in Prachinburi Province at statistically significant at the .05 level

Recommendations from the results of the study that should adjust the style of the room to be diverse. Set the price to suit the quality and service in the room. Specify the cost of each type of room. Publicize the accommodation and activities to be known through social media. And various travel pages. Develop a form of accepting payments to facilitate service users to impress customers who use the service.

**Keywords**— marketing mix factors, decision-making, resorts.

## I. INTRODUCTION

Prachin Buri Province used to be a prosperous land since the Dvaravati period. Evidence is the remains of an ancient city called "City of Si Mahosot" Khok Pip Sub-district, Si Mahosot District and at Ban Khok Khwang Si Maha Phot District There is also an ancient community with the same contemporary age as Si Mahosot City as well. The remains of these ancient cities. ancient ruins Which is used for religious rites and antiques, including Buddha images, idols, pottery, bronze tools and utensils scattered everywhere In the later period, the center of prosperity was moved to the banks of the Prachin Buri River to the present. In the Ayutthaya period, it

was called "Prachin City" in the early Rattanakosin period. it is also called "Prachin City" "Prachin County" until the reign of King Rama VI, King Rama VI to organize the administration The foreign-style land of the Prajin Province was abolished and remained as just a city. Later His Majesty graciously change the word City is a province. Therefore, there is a new name called "Prachinburi Province"<sup>1</sup>

Prachin Buri Province is suitable for historical tourism. and nature tourism Important natural attractions There are 3 national parks, including Khao Yai National Park. Pang Sida National Park and Thap Lan National Park It is the seventh largest source of ozone in the world. Currently, the United Nations has declared it a World Heritage Site. There is also Kaeng Hin Phoeng. Khao Ito Waterfall and Chakrabongse Reservoir And there is also a health tour service of Chao Phya Abhaibhubejhr Hospital. It is in the World Heritage group linked to ecotourism. forest area Covering the area of Mueang Prachin Buri District, Na Di District, Kabin Buri District and Prachantakham District There is a total forest area of approximately 1,327,719 rai, representing 45 percent.<sup>2</sup>

From data collection An area that is a historical attraction Ancient sites are the number 1, followed by natural attractions and finally cultural attractions. lifestyle traditions Community tourist attractions that are now being It is very well received among tourists who want to focus on nature and community. also known as "Eco-tourism" such as Ban Thap Lan conservation community tourist attraction Organic Agricultural Tourism "Ban Dong Bang" OTOP Village, Ban Thai Dong Tourism The province has given importance to the development, restoration and improvement in every tourist attraction as well. development in culture The beautiful traditions of the province And the way of life of the community has made many tourists want to travel in such a way more and more. In addition, it also causes the creation of added value accordingly. in all elements of tourism with a travel period throughout the year Make a travel calendar according to seasons and traditional festivals<sup>3</sup>

<sup>1</sup> Susiva, S. (2021). Desirable UX for Promoting Prachinburi Cultural and Local Wisdom Tourism of Thai Tourists. AU-GSB e-JOURNAL, 14(2).

<sup>2</sup> Joomsoda, L., & Tirasuwanvasee, S. (2022). People's Participation in Community Development: Ban Khon Khwang Community, Mueang District, Prachinburi Province, Thailand. Rajabhat Chiang Mai Research Journal, 23(3), 206-221.

<sup>3</sup> Aruninta, A. (2011). The Pros and Cons of Agro-eco Tourism Development in Rural Provinces of Thailand. In The 2nd International Symposium of International Federation of Landscape Architects, Asia Pacific Region, Cultural Landscape Committee (IFLA APR CLC). Seoul.

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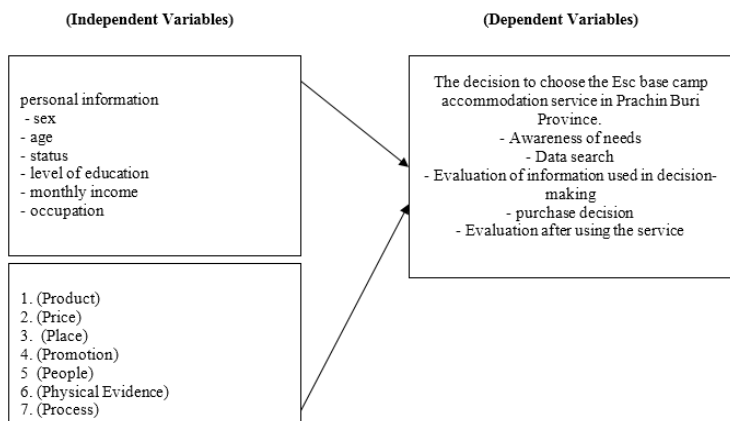
Resort accommodation business Esc base camp in Prachinburi It is a newly opened tourist attraction. In September 2021, the original Esc base camp area was empty, surrounded by the Tree Nursery of Green Space (Greenspace Thailand) Landscape Design, landscape design, garden decoration, garden care. designer of various projects including tourists With a wide area, care and gardening with more than 16 years of experience, it has attracted more attention from tourists who travel to Prachinburi. From the above background, the researcher was interested to study the factors affecting the decision to use the Esc base camp resort service in Prachin Buri Province. To use the results from the study as a guideline for presenting services in line with the needs of service users in order to increase the number of people using the Esc base camp resort in Prachin Buri Province.<sup>4</sup>

## II. OBJECTIVES OF THE RESEARCH

1. To study the marketing mix factors for resort use at Esc base camp in Prachinburi Province.
2. To study the decision to use the Esc base camp resort service in Prachinburi Province.
3. To compare the decision to use the Esc base camp resort service in Prachin Buri Province classified by personal data.

### Research Hypothesis

1. Different personal data has decided to use the Esc base camp resort in Prachinburi province. Different
2. Marketing mix factors influencing the decision to use the Esc base camp resort service in Prachinburi Province.



### Literature Review

The marketing mix as A harmonious combination of pricing. promotion Products offered for sale and distribution system Which has been designed to be used for reaching the desired consumer group. Gibson, Ivancevich & Donnelly (Gibson, Ivancevich & Donnelly say the marketing mix means Controllable marketing variables or tools Companies often use

<sup>4</sup> Soytong, P., Janchidfa, K., Phengphit, N., & Chayhard, S. (2018). Monitoring urban heat island in the Eastern region of Thailand and its mitigating through greening city and urban agriculture. *International Journal of Agricultural Technology*, 14(7 Special Issue), 2271-2294.

them together to meet the satisfaction and needs of their target customers.<sup>5</sup>

### The Elements of the Marketing Mix

Marketing Mix is an important component or factor in marketing operations. Because it is something that the entity has control over. Basically, the marketing mix consists of 4 factors: product (Product), price (Price), distribution channel (Place), marketing promotion (Promotion), collectively known as the 4Ps by Hoffman & Novak (2016, referenced in said that for service businesses There will be 3 additional marketing mix factors: People, Physical Evidence and Presentation, and Process, altogether known as the 7Ps, which The company uses them together to meet the satisfaction of the target group.<sup>6</sup>

### Decision Theory

Decision-making refers to the process of choosing to do one thing out of many things and the selection process will vary according to the situation Decision-making refers to the choice of behavior in response to the situation that is problematic in the decision-making process So that, after considering the alternatives, making a decision means the process of selecting an action from among the alternatives in order to get only one of the best options. From the above meaning It can be concluded that the purchase decision means thinking rationally in choosing the right action to choose the best alternative. that produces the desired effect as possible<sup>7</sup>

### Decision making process Decision Process (Buying Decision Process) by dividing the sequence of steps in consumer decision making, with the sequence of the process of recognizing the needs.

The perception of need arises when a person feels the difference between the ideal state, the state in which he or she feels good about himself. and is the desired condition with the actual condition (Reality) of things that happen to oneself thus creating the need to fill the difference between the ideal and the reality. Each individual problem will have different causes which can be concluded that Consumer problems can arise for the following reasons

### Personal Data Research Results

Results of the study: Marketing mix factors affecting the decision to use the Esc base camp resort service in Prachinburi Province. Using a questionnaire of 400 people, it was found that most of the respondents were female, aged less than 31 years, working in private sectors. Graduated with a bachelor's degree Average monthly income between 20,001-30,000 baht and single status. is a person who comes to use the Esc base camp resort in Prachin Bur

<sup>5</sup> Dominici, G. (2009). From marketing mix to e-marketing mix: a literature overview and classification. *International journal of business and management*, 4(9), 17-24.

<sup>6</sup> Borden, N. H. (1964). The concept of the marketing mix. *Journal of advertising research*, 4(2), 2-7.

<sup>7</sup> Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.

Marketing mix factors for using Esc base camp service in Prachinburi Province An analysis of satisfaction levels, marketing mix factors in using Esc base camp services in Prachinburi Province. The details are as follows.

**Comparison of decision making in using Esc base camp resort services in Prachinburi Province Analyzing marketing mix factors influencing decision making in using Esc base camp resort services in Prachinburi Province.**

Marketing	B	Std. Error	Beta	t	Sig.	Test
)Constant(	1.041	.189		5.516	.000	
Product	.179	.036	.117	5.032	.000*	yes
Price	.320	.035	.390	9.128	.000*	yes
distribution channels	.193	.030	.251	6.446	.000*	yes
Marketing Promotion	-.039	.036	-.044	-1.070	.285	no
Personnel	.071	.036	.087	1.992	.047*	yes
Process	-.013	.035	-.016	-.385	.701	no
physical aspect	.427	.033	.406	12.956	.000*	yes

\* Statistically significant at the .05 level

Comparing the marketing mix factors that influence the decision to use the Esc base camp resort service in Prachin Buri Province, it was found that the marketing mix factors product aspect, price aspect, distribution channel aspect, personnel aspect, physical aspect aspect Influencing the decision to use the Esc base camp resort service in Prachinburi Province. Statistically significant at the .05 level.

### III. DISCUSSION

Study of Factors affecting the decision to use the Esc base camp resort service in Prachinburi Province. aims to study Marketing mix factors for using the service The decision to use the Esc base camp resort service in Prachin Buri Province. Comparison of decision making in using Esc base camp resort services in Prachinburi province classified by personal data. and marketing mix factors affecting the decision to use the Esc base camp resort service in Prachin Buri Province. A questionnaire of 400 sets was used as a tool for data collection and statistical analysis was used for percentage, mean, t-test, F-test (One-Way ANOVA), and Multiple Regression Analysis. Information can be summarized as follows:

### IV. SUGGESTION

From the study of factors affecting the decision to use the resort service Esc base camp in Prachin Buri Province. The researcher has suggestions from the study as follows:

1. The product aspect of the Esc base camp resort, from the results of the study, it was found that the most satisfied level was having a variety of room types to choose from such as pool villas, caravans, tents, etc. Esc base camp resort managers should provide There are a variety of rooms to choose from and each room is spacious and equipped with complete facilities such as TV, refrigerator, air conditioner, water heater. Focus on cleanliness and orderliness in the

room. interior design and decoration and outside the area around the room to be beautiful, suitable for relaxing and have privacy To meet the needs of customers who come to truly relax.

2. Price aspect Esc base camp resort management should set the price to be varied according to the type and nature of the room, suitable for the quality and service in the room to meet the needs of tourists of all levels. by specifying the price of each room type clearly

3. Marketing Promotion Esc base camp resort management should publicize the accommodation and activities to be known through social media such as Facebook, various travel channels, including organizing promotional activities to motivate former customers who refer acquaintances to stay. It is to retain existing customers and increase new customer bases.

4. In terms of the process, Esc base camp resort management should develop a form of payment acceptance to facilitate service users. That can pay both cash and credit / debit cards. Organize promotions in conjunction with various credit cards, including payment transfers via Internet Banking to impress customers who use the service.

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