

# The Consumer Buying Decision Behavior of Modern Trade in Northern of Thailand

Kanmanas Muensank, Somphoom Sawaengkun

**Abstract**— This paper aim to study the factors of the marketing mix that influence the consumer buying decision behavior in northern of Thailand. The study used questionnaires to collect data for 400 sampling and analyze the data by using statistical software were frequency, percentage, and standard value deviation. The research found that most of respondents are buying food and beverages in the highest and come along with their family makes a purchase from Big C Supercenter. The reason to buy because it's cheap. The frequency is to purchase per month is uncertainty. They will spend 1-2 hour in Big C Supercenter. They will spend the money to buy between 501-1000 baht per time. Interms of the marketing mixed factor that the most attractive is pricing, second is promotion especially is discount and coupon. The customer opinion found modern trade should improve the payment process and always come with the attractive promotion.

**Keywords**—Big C Supercenter, Consumer Buying Decision Behavior, Marketing Mixed, Modern Trade in Northern of Thailand

## I. INTRODUCTION

IN Today the retail stores come with the large retail outlets chain and the branch is to expand into 75 provinces for nationwide country. So the retail stores will increase the opportunities to growth with the sales in the retail trade as well. Another part of the trade is wholesale trade that the people in Thailand are now being developed by modern information technology rule. The result is will make the modern trade are growing and expanding to the large retail business chain quickly.

Therefore nowadays we have many large retailers store. But in this study will aim it to Big C Supercenter in northern part of Thailand because Big C is the very large retailers store in the northern area and also populated with a lot of potential purchases of the population. In the retail store of the province, are advertised through various media, such as television, radio, and brochures and location-based on the customer convenient. To promote the market of large retailers and to facilitate the selection of products for the consumers in the general public.

Therefore, the researcher is interest to study on the consumer buying decision behavior of the retail market, that influence to the Big C Supercenter while also aim to study the marketing mix strategy that can be used as a guide in the

Kanmanas Muensank is with Faculty of Management Science, Suan Sunandha Rajabhat University, and Bangkok, Thailand. (Phone: +6621601509; fax: +6621601491; e-mail: somdech.ru@ssru.ac.th).

Somphoom Sawaengkun (Asst. Prof. Dr.) is with Faculty of Management Science, Suan Sunandha Rajabhat University, and Bangkok, Thailand. (Phone: +6621601509; fax: +6621601491; e-mail: somdech.ru@ssru.ac.th).

development of promotion and full fill the needs of consumers.[1]

## II. LITERATURE REVIEW

### Marketing Mixed Concept

There is no standard definition among different knowledge management (KM) authors, yet there are themes that appears a lot in in their definitions.

The marketing mix is the factor to decide on the variables include 4 important part as follow

1. The product (Product) in terms product concept, the marketing manager is responsive to handle the needs and demands of the consumer also satisfaction.

2. The decision on price (Price) the marketing manager should decide the price matching with the customer value. Meanwhile have to maintain the profit of the business to make a profit by fixing the side. However, with the right pricing to meet various goals of the business.

2.1 Pricing should support the marketing strategy of the business.

2.2 The pricing should result in the achievement of financial goals of the business.

2.3 The pricing must be consistent with the reality of the business environment.

3. The decision on the distribution (Place) is associated with a good response from the consumer satisfaction with the product is correct quantity ant the right time and location. In additional the decisions about distribution channels such as transportation, warehousing, Inventory control system and a selection of marketing channels.

4. The decision on promotion (Promotion) is a product information communication from business to the customer with the variety of formats to the target audience is.

4.1 advertising (Advertising)

4.2 PR (Public Relation).

4.3 Promotion (Sales Promotion).

4.4 Sales by individuals (Personal Selling).

4.5 Market penetration directly (Direct Marketing).

When the marketer deciding on a marketing strategy for the competition. After that all the 4Ps component must be ready to plan the details of the marketing mix.

In additional after the marketer done all the important aspect. The marketing plan have to provide the control for the each of the activity. The combination of these tools to reach the customer needs and satisfaction.

Marketing Management step as follows:

1. Product managers must understand the core products and components in the environment. The products reach the needs of customers better than the competitors.

2. The price is the importance component that relate with the company revenue. The marketing manager should indicates the administrative costs compare with the value and benefits of a product or service that you will give it to the customer. The important issue is to be aware of how to reduce the costs and other burdens in customer acquisition.

3. Distribution Management is to deliver goods and service to the customers. It must be involved in the decision of time, place, and electronic media to deliver the product and service by multi-channel services that can serve the customer at all time.

4. Promotion are important in business it can be divided by three ways.

- 4.1 To provide information and guidance needed.
- 4.2 Persuading audiences to see a good product.
- 4.3 Promoting the reaction when customer due time.

The Consumer Buying Decision Behavior Concept

Is about the expression of the human to the purchase of goods and services from the organization. Therefore the marketing missions have to know about the consumer decision to purchase goods and services, what, where, when, how and from whom to buy. Such as decisions making on buying activities both mental and physical.

The factor that affect to the consumer behavior are cultural, social, personal factors and psychological characteristics. The external factor that influence to the consumers. The most marketers cannot control these factors but marketers need to pay attention especially interms of Cultural factors.

Culture (Culture) is the most fundamental cause of the behavior of an individual. It will contain of learning to recognize the value of family behavior and social institutions since the people was born.[2]

**Economic Situation**

This factors affecting the choice of product especially when the economic downturn. The marketers will be able to customize the design, placement and pricing is available from the trend of personal income, savings and interest rates.

The life style is a plan that shows the person's life style mental, habits, (Psychographics) measured by activity (Activities) interests (Interests) and Comments (Opinions).

**III. METHODOLOGY**

The study population includes consumers that use the modern trade in northern part of Thailand. It will sampling from large retailers in the Big C Supercenter.

**Sample**

The selected sample of consumers who use the services of large retailers in Big C Supercenter. The samples selected by random sampling accidental technic of the total population at a large retail store after they make payment.

**Data collection**

The data used in this study consists of the primary data collected by the survey from the questionnaires were used. The secondary data were collected from books, research papers and other references.

**Data Analysis**

The data from the questionnaires were analyzed by using statistical software. The report presents data and findings in the form of descriptive by percentage, averaging and the standard deviation are used.[3]

The research conceptual framework is shown in Fig. 1.

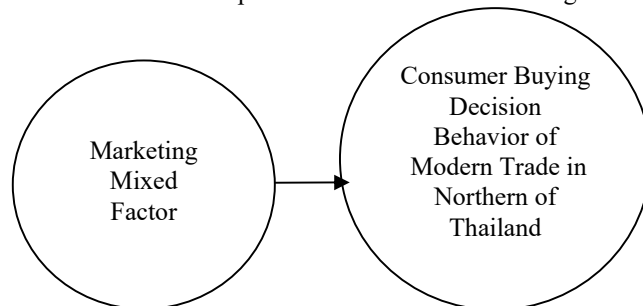


Fig. 1 Research Conceptual Framework

**IV. FINDINGS**

The result found that most respondents were female for 60.3 percent and a male for 39.7 percent. The majority of respondents aged 21-35 years accounted for 46.0 percent, followed by 36-50 years and 26.0 per cent are less than 50 years for 9.2 percent. Most of the respondents are single for 46.5 percentage, married for 46.0 percent, other are more than 0.7 percent.

TABLE I  
CHARACTERISTICS OF RESPONDENT

Characteristics	Number (n=400)	Percent (%)
<b>Gender</b>		
male	159	39.7
female	241	60.3
<b>Age, years</b>		
less than 20	75	18.8
21-35	184	46.0
36-50	104	26.0
more than 50	37	9.2
<b>Status</b>		
Single	186	46.5
Married	184	46.0
Divorce	27	6.8
Unknown	3	0.7
<b>Education Level</b>		
Secondary School	122	30.5
High School	86	21.5
Vocational	57	14.3
Undergraduate	108	27.0
Graduate	27	6.7
<b>Income per month</b>		
Less than 5,000 Baht	153	38.3
5,001-10,000 Baht	93	23.2
10,001-15,000 Baht	78	19.5
More than 15,000 Baht	76	19.0

The majority of respondents have secondary education for 30.5 percent, followed by the undergraduates for 27.0 percent and lower than primary school are minimal. 6.7 percent. The majority of respondents for income lower than the 5000 bath / monthly for 38.3 percent, followed by the 5001-10000 baht/month represent by 23.2 percent and more than 15,000 baht for 19.0 percent.

The majority of respondents buy food and beverages at the highest level represent by 34.8 percent, followed by household products, for example the body care products, cleaning equipment for 20.0 percent other than that for 1.5 percent.

TABLE II  
NUMBER AND PERCENTAGE OF RESPONDENTS BY BUYING THE LARGEST ONE.

Products purchased highest one.	Number	Percentage
Electronic, Computer, Camera, communication equipment	36	9.0
Office equipment, sports equipment, tools, gardening supplies.	54	13.5
Household products such as personal care products, Cleaning Equipment	80	20.0
Clothing, Leather, Jewelry	69	17.3
Food and Drink	139	34.8
Books and Toys	9	2.2
Pets product	7	1.7
Etc.	6	1.5

The most respondents come to the shop with the families represent for 60.3 percent, followed by friends for 23.2 percent other than that for 2.0 percent.

The majority of respondents purchase the product from Big Supercenter because there are price of for 56.5 per cent, followed by the location nearest represent by 30.3 percent and 13.2 percent for the other reason.

TABLE III  
NUMBER AND PERCENTAGE OF RESPONDENTS BY WHO THEY COME WITH AND THE REASON EACH TIME

People come together	Number	Percentage
Family	241	60.3
Friends	93	23.2
Alone	58	14.5
Etc.	8	2.0
<b>Total</b>	<b>400</b>	<b>100</b>
Reasons to buy	Number	Percentage
Location nearest	121	30.3
Bargains	226	56.5
Etc.	53	13.2
<b>Total</b>	<b>400</b>	<b>100</b>

The most respondents spent their time an average time at the Big C supercenter are 1 - 2 hours represent by 56.5 percent, followed by 3-4 hours and 23.0 percent are less than five hours, was 6.5 percent. The Respondents most commonly buy product and service from Big C. supercenter as any uncertainty time for 56.0 percent, followed by Saturday – Sunday 18.0 percent and less are Monday - Thursday represent by 11.5 percent. In additional the majority of

respondents know the Big C product information by walking for 47.0 percent, followed by the brochure for 34.0 percent other 1.7 percent.

TABLE IV  
THE AVERAGE OF THE MARKETING MIX FACTORS THAT AFFECT TO BUYING BEHAVIOR

The marketing mix factors.	$\bar{X}$	S.D.	Level
Product	3.94	.55	High
Price	3.88	.61	High
Place	3.89	.55	High
Promotion	3.73	.69	High
Other factors	3.69	.66	High
<b>Total</b>	<b>3.83</b>	<b>.49</b>	<b>High</b>

The Respondents emphasized the importance factor of the marketing mix factor all respect is in the high level ( $X = 3.83$ ), but the most is the product factor is represent by ( $X = 3.94$ ), followed by the channel and distributor factors the average is ( $X = 3.89$ ) and less are other factors ( $X = 3.69$ ).

TABLE V  
THE AVERAGE VALUE OF THE PRODUCT OF BIG C SUPERCENTER THAT AFFECTS BUYING BEHAVIOR.

Value of the product	$\bar{X}$	S.D.	Level
1. Product quality and clean.	4.20	.76	High
2. Available in various sizes distribution pattern generation.	4.19	.71	High
3. The appearance of interesting and exotic.	3.98	.76	High
4. There are many different types of goods sold hand.	4.21	.74	High
5. Packaging sizes and types.	4.03	.75	High
6. Available on demand.	4.02	.85	High
7. Test applications.	3.57	.97	High
8. You can check prices from a price check.	3.75	.91	High
9. Available as a festival vendor.	3.80	.83	High
10. Warranty after the sale.	3.68	.96	High
<b>Total</b>	<b>3.94</b>	<b>.55</b>	<b>High</b>

In additional the result show that the most of respondents focus on the product side in the overall at the high level ( $X = 3.94$ ), if considering that each of aspect all the factors are in the highest average such there are variety types of goods sold ( $X = 4.21$ ), followed by product quality, new and clean ( $X = 4.20$ ) and less are available to test the product before use is ( $X = 3.57$ ).

TABLE VI  
THE AVERAGE PRICE FACTOR OF THE BIG C SUPERCENTER THAT AFFECTS BUYING BEHAVIOR.

Price Factor	$\bar{X}$	S.D.	Level
1. Goods cheaper compared to other stores.	3.83	.85	High
2. Product lift the pack, which is cheaper.	3.80	.87	High
3. Seasonal discounts and opportunities.	3.89	.83	High
4. Payment can be made with credit and debit cards.	3.91	.93	High
5. There is a price tag that noticeable.	3.92	.82	High
6. Price shuffle and sold.	3.91	.78	High
<b>Total</b>	<b>3.88</b>	<b>.61</b>	<b>High</b>

The result show in the overall the respondents focus on the importance of the price factor at a high level ( $X = 3.88$ ), if considering that each aspect. The highest factors the is there are price tags noticeable ( $X = 3.92$ ), followed by always come with the special price, accept cash and credit card payment, ( $X = 3.91$ ) and special price in bonus pack product is ( $X = 3.80$ ).

TABLE VII  
THE AVERAGE PRICE FACTOR OF THE BIG C SUPERCENTER THAT AFFECTS BUYING BEHAVIOR.

Price Factor	$\bar{X}$	S.D.	Level
1. Open - Closed clear.	4.23	.72	High
2. The location is convenient for travel.	4.02	.78	High
3. store large The shop has a wide area	4.01	.74	High
4. The layout of the store with wide aisles. Roaming within Convenience	3.84	.81	High
5. The shop is clean, no foul smell and dirt.	3.83	.86	High
6. Merchandising category. Choose Area	3.94	.77	High
7. Put the badge.	3.77	.82	High
8. Delivery.	3.49	.94	Middle
<b>Total</b>	<b>3.89</b>	<b>.55</b>	<b>High</b>

The result show in the overall the respondents focus on channel factors at a high level ( $X = 3.89$ ), if considering that each aspect. The most of respondent are satisfy with the open - closed operation time for ( $X = 4.23$ ), followed by the location is accessible and convenience ( $X = 4.02$ ) and delivery services ( $X = 3.49$ ).

## V. CONCLUSION

The majority of respondents have buying decision behavior for the food and drink and most of them visit the Big C with family. The reason to buy the goods from Big C supercenter because of offer the value for money price. The frequency to

visit Big C super center is 1 time per month. Times per month. The time period to visit Big C it will take 1 - 2 hours.[4]

Most of the respondent come to Big C supercenter not certainly but most they come to Big C Supercenter at 12 AM - 4 PM. The money to spend to buy the product and food at 501-1000 baht. The source that they get the informed sources from the walk in and brochure. The customer opinion suggest that one of the attractions of the Big C supercenter are promotion.

In the overall the respondents focus on the marketing mixed factors in the height level. If considering each factor is found the product factor is the highest. The second factor is the distribution channel is accessible and other factors are minimal.[5]

## ACKNOWLEDGMENT

The author would like to thank Assoc. Prof. Dr. Luedech Girdwichai, The President of Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support. Also, the author would like to thank to Asst. Prof. Dr. Prateep Wajeetongratana, the Dean of Faculty of Management Science for the full support in this research.

## REFERENCES

- [1] Chris Christopher (2003). Love locks and Lauren White Sprite. Marketing Executive, translated from the Principles of Service. Marketing and Management by Adul Haturgc Gul, Gul touched Haturgc and medicine. Print month Haturgc Gul. Bangkok: Pearson Education Limited Indochina,
- [2] Chatchai Tuangrattanapan (1998). "Retail Thailand Overview and competitive strategy." Chulalongkorn Journal Location. 10,38 (January-March 2541): 84.
- [3] John R. Rose and Peter's Larry Percy (1997). Promotional Marketing, Translation Advertising and Promotion Management by Lucid even real. Bangkok's H Group.
- [4] Kitchaya Mata (2005). The marketing factors affecting the purchasing behavior of the parish. One consumer products at trade shows. Chiang Rai province. Independent Study MBA (Master of Business Administration), Chiang Rai, Chiang Rai Rajabhat University.
- [5] Philip Kotler.(1998). Marketing Management, Marketing Management by means of Yuthana. Thamcharoen. Bangkok: Pearson Education Limited Indochina,