

# **Marketing Management Affecting Consumer Products Purchasing in Rueso District, Narathiwat Province**

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## **Abstract**

This research aims to study marketing management and factors affecting consumer products purchasing in Rueso district, Narathiwat by using mixed methods. The data was collected by using questionnaire and in-depth interview that improved by three experts. The sample consisted of 10 retailers in the study area and the informants are the same group. The research found that 1) Most of the business owner or the business partner have planned the marketing system in order to achieve the business' objectives. Since selecting the right products for people in the study area. 2) Purchasing decisions of consumers depends on age, and purchasing date. In average of purchasing any consumer products, the person who takes part in making decision is customer's spouse. Frequency of purchasing and pay on each product in average. Person who takes part in decision making and traveling to purchase the product, depend on the education level about source and information, frequency of purchasing, frequent date of using service, average paying on each purchase, getting to the service, and reasons why not purchasing product. Consumer's purchasing decision depends on career and income. Reason why not purchasing products and customer's satisfaction of products and services also depend on number of family member, frequency of purchasing, and frequent date of purchasing. In addition, customer's satisfaction of products and services depend on the products, the price, and marketing strategy.

**Keywords:** Marketing management; Consumer products; Purchasing decision.

## **Introduction**

Nowadays, marketing is vital for the management of business organizations and non-profit organizations to achieve success and organizational goals. In particular, making business management successful in the free trade which is more open and free in all countries around the world. Under the framework set by the World Trade Organization (WTO) or in the New Economy, which is caused by globalization, including

The Role of Information, Technology, and Internet Networking. It has increased the efficiency of communication to facilitate faster. And developed into a trading system on the Internet or E-Commerce business, which is now a fast growing market with the trade value of one hundred billion baht per year, even though it's only widespread in the last 10 years. So, Marketing is the key to bringing success to your organization in today's business environment. (Faculty of Business Administration Bangkok University, Online)

## Research Objectives

1. To study marketing management affecting consumer products purchasing in Rueso district, Narathiwat.
2. To study factors affecting consumer products purchasing.
3. To study the obstacles and suggestions on marketing management affecting consumer product purchasing.

## Scope of Research

1. Scope of Research Population and Sample. As a qualitative research, the researcher focused on the population that involved in marketing management. The research sample for in depth interviews is each business owner or business partner, a total of 10 people.

The research population and the sample in quantitative research are customers who come to purchase consumer products. The data is collected from 10-20 customers of each shop, in total of 200 people.

2. Scope of Content. Data sources in the study come from personal sources, including business owners, clients, and related documents.

## Concept, Theory, and Related Research

### Consumer Behavior

Consumer behavior refers to the behavior in which a consumer searches, purchases, uses, evaluations, uses, products and services that are expected to meet his needs. Schiffman & Kanuk, (1994) Kotler & Blackwell (1968) defined consumer behavior that it's the actions of persons involved in obtaining and using goods and services. It includes the pre-existing decision-making process and contributes to create the action. Consumer behavior refers to the process or behavior, decision, purchase, use and evaluation of the use of a person's goods or services, which is important for purchasing goods and services both now and in the future. (Chattayaporn Sameujai, 2007)

Consumer behavior analysis based on 6Ws and 1H (Conclusion from Lakkana Sirirat, 2015) has said about consumer behavior. The details are as follow.

1. The target customer (Who) such as, students, workers, housewives, butlers. Almost every person is classified as a target market, especially for people who are hustling in their daily lives.

2. What consumers want to buy (What). Such as, the convenience of eating, deliciousness, reasonable price, and benefits from consumption.

3. The reasons why consumers purchase (Why) Such as, low pricing, sale promotion, new products, and suggestions from others.

4. Who is involved in the purchasing decision (Who) Such as, buyers, users, decision makers and influencer, which each role was mentioned in the previous topic.

5. When does consumer purchase (When). Such as, hungry time, having money time, and shopping time.

6. Where does consumer purchase (Where). Such as, department stores, grocery, and convenience store.

7. How does consumer purchase (How) It consists of the process of making a purchasing decision and evaluating an alternative for choosing a service or product.

**Factors affecting consumer products purchasing**

Purchasing objectives. Consumers purchase products to meet their physical and psychological needs. Factors influencing purchasing behavior are: 1) internal factors or psychological factors 2) social and cultural factors 3) personal factors

**Research Methodology**

In this study, researchers have defined the methods and instruments used in the research as follow.

- **Type of Research.** This is a survey and interview research.
- **Population and Sample,** such as, customers from 10 outlets, 10-20 persons from each shop, were selected by entering the survey area. The questionnaire was used to collect data from 200 customers from 10 shops, 10-20 persons each.

The interview is an in-depth interview with the owner. To study on details of marketing management, by interviewing 10 key informants. It's a qualitative study using in-depth interviews with business partners, observation of the shop environment, atmosphere in the shop, facilities, safety, and the study of laws and regulations.

**Conceptual framework used in research.**

Variables	Data sources and methods
1. Marketing management, principles process analysis, operational planning and control of the plan affecting marketing management.	1. Documents and in-depth interviews with business owners and business partners.
2. Analysis of the market situation, both macro and micro level that affects marketing management.	2. Documents and in-depth interviews with business owners and business partners.
3. The SWOT Analysis that affects marketing management.	3. Documents and in-depth interviews with business owners and business partners.
4. Marketing, target market, and market segmentation that affect marketing management.	4. Documents and in-depth interviews with business owners and business partners.

The second method is to study the factors affecting consumer products purchasing. The survey data were collected by using questionnaires for approximately 10-20 customers.

**Data Collection**

**1. Secondary Data** is the data collected from documents, reports, books, and internet surfing.

**2. Primary data** will be collected from in-depth interviews with business owners or partners about marketing management, from 10 shops in total of 10 people, and 10-20 questionnaires per shop. Asking customers about the factors that affect the consumer products purchasing. In order to collect the data, the researchers went Rueso district in Narathiwat to collect the data by themselves. After the researchers interviewed and

distributed the questionnaires to the target group. The researcher would collect the data and validate all questionnaires. Then, the interviews, observations, notes, photographs, and phonographs were analyzed with SPSS program.

### **Research Instruments**

1. Using in-depth interview on marketing management with business owners or business partners.
2. Using questionnaire on factors affecting consumer products purchasing.

### **Checking Instrument's Quality**

1. The accuracy of the content of the questionnaire is proved by the three experts. 2. A questionnaire was tested by 30 students from Rajapark Institute in Yala campus. The test result was 0.85.

Then the questionnaire was used to collect the data on marketing management affecting consumer products purchasing in 10 shops in Rueso district, Narathiwat.

### **Statistics used in data analysis**

1. In this research, the data were analyzed by using computer and processing with SPSS program. (Statistical Package for the Social Sciences for Windows V.12)
2. General information in the questionnaire is presented with percentage tables.
3. Mean (X) and Standard Deviation (S.D.) are presented in tables and compositions.
4. Chi-square is used to analyze the relationship between independent variables and dependent variables, in order to confirm or reject hypothesis. The statistic significance is at 0.5.

- **Criteria for measuring and scoring,** Likert scale measurements were used by measuring respectively.

### **Research Results**

#### **1. Marketing management affecting consumer products purchasing in Rueso district, Narathiwat**

The research found that the majority of the samples were 139 women, or 69.5% of the sample population. There are 100 married people, accounting for 50.0%. There are 74

graduate students, accounting for 37.0%. There are 106 company employees, accounting for 53.0%. There are 120 people who have income less than 10,000 a month, accounting for 60.0%. There are 101 people who have members of the family of 7 to 9 people, accounting for 50.5% of the total population.

The reason for using the service of 103 people was the promotion, accounted for 51.5% of the sample population. Followed by advertising and public relations for 28 persons, representing 14.0%. Nearly 24% of the sample group used the service because it is located near their home and workplace, accounting for 12.0% of the sample population. Then, choosing because of the service of the employees was 10% or 20 people. 19 people bought the products because of beautiful packaging, accounted for 9.5%. Choosing because of the good quality product is 2.0%. And the last reason is low pricing for 2 people, or 1.0% of the sample population.

## **2. Factors affecting consumer products purchasing.**

From most purchasing behaviors, consumers have received more news from other people than from internet. Mostly buy a product once a month. The most frequent date of purchasing is Monday to Friday. Most of them spend an average of 500 baht or less, and they make a purchasing decision by themselves. Consumers usually travel by motorbike and buy non-alcoholic beverages. Most of the time, there are reasons to use the service because of the sale promotion and most of them are satisfied with the service.

The most affecting factor that affects the purchasing decision is price reductions during sale promotion and sweepstakes or lucky draws. The factors that affect the purchase of a lot of products are diversity of the products, quality, novelty, satisfying the need, the novelty of the product during the sale promotion, cheaper price than any other, clear labels, product display, easy to travel to the service, and locating near the house. Also, people consider if there is a place for prayers, modern decoration and incentive advertisement.

## **Discussion of Research Result**

According to the study of marketing management affecting consumer products purchasing in Rueso district, Narathiwat, there are some important points to consider.

1. Marketing management affecting consumer products purchasing in Rueso district, Narathiwat.

The research found that the marketing management of 10 executives in Rueso district, Narathiwat province. Their marketing plan in the business is similar to the research by Pavinee Kanchanapha (2011), who studied the Management of Mix-Retail and Marketing Strategic Management of Traditional Retailers. It was found that successful entrepreneurs will have a clear perspective about marketing strategy, and will use effective marketing strategies to manage the stores. They emphasis on taking care of the products in the store, organizing and displaying the products regularly. And there is a clear view about the location of the store to accommodate the customer. Which is consistent with the results of consumer research in quantitative terms that the three factors influencing consumer decision-making behavior of most traditional retailers are the type of goods and services. Followed by shop layout, shop design and store display, and the convenience of the shop location.

## 2. Factors affecting consumer products purchasing in Rueso district, Narathiwat.

The data found indicated that most of the samples were female. The majority of the population is between 26-35 years old and married. The education level is bachelor's degree with a career of a company employee. Income is less than 10000 Baht. There are 7-9 family members in the family.

About the purchasing behaviors, they mostly have received more news from other people than from internet. Most of them buy a product once a month. The most frequent date of purchasing is Monday to Friday. Most of them spend an average of 500 baht or less, and they make a purchasing decision by themselves. Consumers usually travel by motorbike and buy non-alcoholic beverages. Most of the time, there are reasons to use the service because of the sale promotion and most of them are satisfied with the service.

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work. Most of them satisfied with the market factors in the traditional retail stores, mostly in terms of products. Corresponding with the research of Thanakorn Ma-U-Thorn (2014) who studied The Marketing Factors Affecting Consumer Purchasing Behavior at MaxValue. The study of the relationship between personal factors affecting the purchase behavior of MaxValue found that marketing factors influenced MaxValue's buying behavior in many aspects. Such as, purposes of using the service, an average access to MaxValue per month, an average expense per each time, the person who access the service, the time to access the service, and the reason for choosing MaxValue service is significant at the 0.05 level.

### Suggestions

1. Executives should study e-commerce business in order to adapt it to their business management.
2. Consumers should use the Internet to find useful information. Such as, product quality, and to compare prices before making a purchase.

### Suggestions for Further Research

1. In the further research, the interview section of the executives about marketing strategy planning should be more intensive and concentrated.
2. Due to the fact that Rueso district, Narathiwat is in the unrest area. There should be further studied in terms of politics, governance, risk, whether it affects business and purchasing behavior.
3. There should be further study of the factors affecting the purchase of products in the recession economy.

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