

MARKETING MIX FACTORS AFFECTING BUYING BEHAVIOR OF THAI HERBAL SOAP BANJIK SPA COMMUNITY ENTERPRISE GROUP CONSUMERS IN UDON THANI PROVINCE

Chalida Srisunthron ^{1*}, Weerapon Wichayanuparp²

^{1*,2}Udonthani Education Center, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-Mail: Chalida.sr@ssru.ac.th^{1*}, Weerapon.wi@ssru.ac.th²

ABSTRACT

The objective of this study was conducted to examine the customer's behavior and Marketing Mix Factors Affecting Buying Behavior of Thai herbal soap Banjik Spa community enterprise group consumers in Udon thani province. Data was collected 400 participants using questionnaires was analyzed by descriptive statistics, including frequency, percentage, mean and standard deviation.

The study revealed that the majority of the participants were single, female, 20-30 years of age, and working as a government employee/ state enterprise employee/ university employee. Most of them had graduated with a bachelor's degree and earned an average monthly income of 15,000 – 25,000 Baht. Most of them bought the products for their own personal use and had used herbal products 3 times in the 3 months and spent 1000-1500 Baht each time. The result of the hypothesis test revealed that participants prioritized the promotional factors significantly at a statistical significance of 0.05. The most emphasized means of product purchases high multifunction, promotional factors was the advertisement of herbal products on radio, television, the availability of convenient places for herbal and a reasonable price for their quality.

Keywords: Marketing Factor, Consumer Behavior ,Herbal Soap Product

INTRODUCTION

“Thai herbs” have a long history along with Thai society from the past continuously to the present. It can be seen that they are ingredients in both savory and sweet dishes. It's a medicine. Used in health care and elixir of longevity. Until the beauty This wisdom has been accumulated. Inherited and continuously developed Create value and value for Thai herbs until now Products from Thai herbs, namely Thai wisdom, have become one of the products. Important export of the country

For Thailand There are approximately 1,800 types of medicinal plants that the community knows about their properties and uses, and 300 of them are herbal raw materials circulating in the market that are in demand. The Thai government and related agencies are aware of the importance of developing Thai herbs. which is the wisdom and important resource of the country Therefore, a National Master Plan

for the Development of Thai Herbs 2017-2021 has been determined. This master plan aims to develop production and utilization. Quality Thai herbs fully efficient and fully integrated, which will affect the stability, prosperity, and sustainability of Thai herbs and create additional value in the Thai economy, so that in the next 5 years, Thailand will be a country that exports quality herbal raw materials and leading herbal products. ASEAN region and the value of herbal raw materials and herbal products within the country increased by at least 1 item. These situations and challenges lead to the determination of the goals of Thai medicinal herbal development that are the objectives of the master plan. Which includes (1) developing herbs for both treatment and other types of products (2) creating added economic value that will have links with various industries and economic sectors (3) driving work systematically to create a connected and comprehensive development of Thai herbs (4) creating cooperation from many agencies, both government and private sectors?

Nowadays, consumers are more aware of maintaining their own health. More and more health products have been made. In the production of health products, there are Thai herbs as folk wisdom. Groups are formed into community enterprises. To create groups, create jobs, create careers and receive support from the government that helps push forward. To continue local wisdom to remain sustainable forever.

When studying the overall statistics of Thai herbal products in Thailand, important information was found: The products that dominate the market and are widely used are: Cosmeceutical group And the first product that dominates the market is soap products. Soap market share in There is information found the marketing area is divided into 7 sections, consisting of herbal soap, children's soap, beauty soap. hand cleaning soap Healthy soap Soap for men and other soaps and soaps that are Continuously growing, always occupying more than 12% of the market, is herbal soap (Kantar Worldpanel (Thailand), 2017)

This research therefore focuses on the importance and understanding of the purchasing behavior of herbal soap from the Ban Chik Spa Community Enterprise Group of consumers in Udon Thani Province. Continuing the selection of Thai herbal soap products Due to the number of competitors in Thai herbal soap products, there are many and in order for the product to have an advantage over competitors, it is necessary to develop Thai herbal soap products. Using the marketing mix concept which includes Product side, price side, distribution channel side Sales promotion is used as a research concept. In order to gain information to use in improving and developing distribution to have quality and efficiency in the future.

METHODOLOGY

The research study focuses on the participation of Banjik Spa community enterprise group. Udon Thani Province. The study used a survey research method combined with a quantitative approach to obtain data analysis results. The researcher has determined the guidelines, steps, and methods of conducting the study as follows:

- Population and sample
- Research tools are used to collect data.
- Creating research tools and checking the quality of research tools
- Data collection methods
- Data analysis

Population and sample

The population used in the study is because the researcher cannot know the exact size of the population. To calculate the sample size, we used a sample size calculation formula that did not know the exact population of Cochran. (Cochran, 1997, cited in Teerawut Ekakul, 2000) by setting the population size proportion to be equal to 0.5 at the 95% confidence level and the tolerance level that is allowed to occur at 5%, namely consumers who have previously purchased soap. Herbs in Udon Thani Province, 400 people.

Research tools are used to collect data.

The research tools used to collect primary data are as follows. A questionnaire is a tool used to collect data in quantitative research. By collecting data from the public living in the Umchan Subdistrict. Prajaksilpakom District Udon Thani Province is divided into 3 parts as follows.

Part 1: This survey will collect personal information such as gender, status, age, education level, occupation, and monthly income.

Part 2: The questionnaire will focus on the level of community participation in organizing creative cultural tourism. The case study will be in Udon Thani Province. This will be a closed-ended questionnaire, based on the Likert principle. The rating scale will be divided into 5 levels.

Creating research tools and checking the quality of research tools

To ensure the quality of a research instrument, it is necessary to follow a systematic approach. Below are the steps for creating and validating research tools:

1. First, study relevant documents, research, and other electronic media sources. Seek advice from experts to guide you in creating questions for the questionnaire.
2. Create a questionnaire that is consistent with the research objectives, variables, framework, and content scope. Then, have an expert review it to ensure its accuracy. Revise as necessary.
3. Pre-test the revised questionnaire by experimenting with 40 sets of similar samples to check the quality of the tool. Test the reliability of the questionnaire.
4. After testing for validity and reliability, use the questionnaires to collect data from the community. In this case, the community is the Udon Thani Province, and the sample size is 400 people.

Data collection methods

In this research study, the researcher has collected data from 2 sources as follows.

1. Primary data Includes information from documents, books, articles, and research that is related, as well as information sources from related websites to increase knowledge and use it as a guideline for research.
2. Secondary data includes data from participant observation during field visits.

Data collection involves a few important steps that need to be followed. First, it's important to conduct a preliminary survey of the area you want to collect data from. This will help you understand the general condition of the Umchan Subdistrict, as well as the activities and interesting things within the area. Additionally, you should identify the travel modes and access routes, as well as the appropriate time to collect the data.

Once you have completed this preliminary survey, you can move on to the next step, which is to distribute questionnaires to the public in Udon Thani Province.

After distributing the questionnaires, you should collect the data from the completed questionnaires for analysis, statistical processing, interpretation, and summarization. This will help you make sense of the data and draw useful conclusions from it.

Data analysis

For this research study, a computer was used to analyze the data. A pre-existing program was utilized to process the data in several steps. Once the questionnaire was checked for accuracy and completeness, the data was converted into a numerical code and recorded on the computer. Descriptive statistics were then applied to analyze the data.

Part 1: This section is designed to gather general information about the sample. It is in the form of a checklist and will use a method to determine the frequency of responses, which will then be summarized as a percentage.

Part 2: This section will gather information about community participation in marketing mix factors affecting buying behavior. The analysis will use the percentage and standard deviation methods.

Part 3: This section will focus on the community's knowledge and understanding of marketing mix factors affecting buying behavior. The analysis will use the frequency, percentage, and average methods.

RESULTS

1. General information of the respondents

The survey sample of 400 sets found that the majority of respondents were female, aged 20-30 years, marital status, had a bachelor's degree. Be a civil servant/state enterprise employee/university employee with an average monthly income of 15,000 - 25,000 baht. Consumer behavior. It was found that the respondents had a frequency of purchasing herbal soap products: 3 times a month. The most popular quantity for purchasing herbal soap products each time was 3 bars. The cost of purchasing herbal soap products was 1000-1500 baht.

2. Marketing mix factors that affect the purchasing behavior of herbal soap from the Ban Chik Spa Community Enterprise Group of consumers in Udon Thani Province. From most studies it was found that Overall consumers place importance on marketing mix factors at a high average level, including products. (average equal to 3.98) price (average equal to 4.02) distribution channels (mean is equal to 3.92) in terms of marketing promotion (mean is equal to 3.98) which has the following details:

Product, the level of opinion was at a high level. The average was 3.98. The most important factor was clean, safe packaging with an average of 4.08, followed by packaging with clear labels. The average value is 4.04. There are many styles of products to choose from. The average value is 4.01. The product has natural ingredients. The average value is 3.98. The packaging has a certified standard mark equal to 3.77.

Price, the overall level of opinion was at the level of very much agreement. The average is 4.02, with the most important factor being the price appropriate to the quantity. has an average of 4.17,

followed by products with many price levels to choose from, with an average of 4.01, the price is appropriate for the quality of 3.95, the benefits are worth the money paid. has an average of 3.93.

Place, the overall level of opinion was at the level of high agreement with an average of 3.92. The factor that was most important was that the product was convenient to purchase. It has an average of 3.98, followed by products that are arranged in an outstanding manner. Easy to notice The average value is 3.96. The selling place is decorated. Beautiful has an average of 3.87 and the item with the lowest average is punctuality in product delivery services with an average of 3.84.

Promotion, the overall level of opinion was at the level of very much agreement. has an average value of 3.98, with the most important factor being the distribution of freebies or discounts when purchasing in large quantities. It has an average of 4.01, followed by product quality guarantee. The average value is 4.00. There is a special price set equal to 3.97. The sales staff are knowledgeable about the product. Clear, accurate information is provided with an average of 3.96. There is advertising such as the internet for consumers to know. has an average of 3.93.

Results of data analysis to test hypotheses

Table 1: Results of data analysis on assumptions Results of multiple regression analysis of product marketing mix.

Product	B	(S.E.)	Beta
1.1 Clean, safe packaging	0.63	.034	.109
1.2 Packaging with clear labels	0.14	.028	.011
1.3 The packaging has a certification standard mark.	3.77	.035	.060
1.4 The product has many styles to choose from.	4.01	.032	.126
1.5 The product contains natural ingredients.	3.98	.007	.096
$R^2 = .018$ SEE=.3742 F=1.770*			

*Statistical significance level at 0.05 level

The results of the multiple regression statistical analysis found that the marketing mix factors Product (Product) received 1.8 percent. When considering, it was found that the marketing mix factors the product aspect that has the greatest impact on consumers' purchasing decisions is that the product has a variety of formats to choose from. Clean, safe packaging. Products contain natural ingredients. The packaging has a certification standard mark. Packaging with clear information labels, respectively, with a statistical significance level of 0.000, significant at the 0.05 level.

Table 2: Results of data analysis on assumptions Results of multiple regression analysis of the marketing mix regarding price

Price	B	(S.E.)	Beta
2.1 The price is suitable for the quality	.001	.025	.006
2.2 The price is suitable for the quantity.	.007	.007	.022
2.3 The benefits are worth the money.	.046	.025	.100
2.4 The product has many price levels to choose from.	.012	.032	.028
$R^2 = .005$ SEE=.3778 F=.731*			

*Statistical significance level at 0.05 level

The results of the multiple regression analysis found that the marketing mix factor, price, was 0.5 percent. When considering, it was found that the marketing mix factor, price, had the greatest effect on consumers' purchasing decisions, namely the benefits received were worth it. The value for money paid the product has many price levels to choose from. The price is suitable for the quantity. The price is appropriate for the quality, respectively, with a statistical significance level of 0.000, significant at the 0.05 level.

Table 3: Results of multiple regression analysis of the marketing mix. Distribution channel

Channel	B	(S.E.)	Beta
3.1 The product is convenient to buy.	.015	.024	0.34
3.2 The sales place is beautifully decorated.	.002	.007	.011
3.3 The products are arranged to look outstanding. Easy to notice	.008	.008	.032
3.4 Punctuality in product delivery services	.006	.012	0.21
R ² =.008 SEE= .377 F=.333*			

*Statistical significance level at 0.05 level

In terms of distribution channels, the rate was 0.8 percent. It was found that the marketing mix factor Distribution channel The thing that affects consumers' purchasing decisions the most is that the products are arranged in a distinctive way. Easy to notice the product is convenient to buy. Punctuality in product delivery services Sale's locations is decorated beautifully, affecting consumers' purchasing decisions towards herbal products for pain relief, respectively, with a statistical significance level of 0.000, significant at the 0.05 level.

Table 4: Results of multiple regression analysis of the marketing mix. Marketing promotion

Promotion	B	(S.E.)	Beta
4.1 There is advertising through various media such as radio and the internet to make consumers aware of it.	0.636	.787	.123
4.2 Sales staff have product knowledge. Clear and accurate information is provided.	0.009	.724	.081
4.3 There are freebies or discounts when purchasing in large quantities.	0.18	.931	.021
4.4 There is a guarantee of product quality.	.014	.686	.036
4.5 There is a set at a special price.	.069	.722	.066
R ² =.010 SEE=.3745 F=1.446*			

*Statistical significance level at 0.05 level

Regarding marketing promotion, which received 10 percent, it was found that the aspect of marketing promotion that had the greatest effect on consumers' purchasing decisions was advertising through various media. Let consumers know Sales staff have product knowledge. Clear and accurate information is provided. There is a guarantee of product quality. There is a guarantee of product quality with a statistical significance level of 0.000, significant at the 0.05 level.

CONCLUSION AND FUTURE WORK

From the study, it was found that the marketing mix factors affecting the buying behavior of herbal soap among Ban Chik Spa community enterprises of consumers in Udon Thani province averaged to a large extent by sequential order. As follows: product, marketing promotion, price, distribution channel, respectively.

1. Marketing mix factors in terms of product, it was found that consumers attach importance to Consider the properties first before deciding to buy herbal products. This is consistent with Suchinan Inta (2010) who studied the Factors that affect the relationship between the decision to purchase Abhaibhubejhr herbal products in Bangkok. It was found that the aspect that most affects the purchasing decision is quality.

2. Marketing mix factors in terms of marketing promotion (Promotion), it was found that consumers in this study gave importance to Advertising of herbal products from various media such as television, internet, which is consistent with the research of Preeya Nuch Daengdet (2016) studied the factors affecting the decision to purchase pain relief products made from herbs. of consumers in the area Bangkok found that the marketing mix Aspects of marketing promotion that affect the most important decision is the advertising of herbal products in various media.

3. Marketing mix factors in terms of marketing Price: it was found that consumers in this study gave importance to Price suitable for quality Consistent with the research of Preeyanuch Daengdet (2016) studying factors affecting the decision to purchase herbal pain relief products among consumers in Bangkok found that the price that was appropriate for the average quality had the highest level of opinion.

4. Marketing mix factors in terms of distribution channels (Place), it was found that consumers in the previous study This gives importance to Buying herbal products that are easily available This is in line with the research of Nimit Lertkittiyot (2008) who studied the factors of the marketing mix that influence the decision-making behavior of purchasing cream for cracked heels of consumers in Bangkok. It was found that the product was easy to purchase. Effect on purchasing decision at the most important level.

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