

## MARKETING MIX MANAGEMENT STRATEGIES INFLUENCING CUSTOMER PURCHASING DECISIONS FOR COMMUNITY ENTERPRISE PRODUCTS IN TAMBON SARAJANG, BANG RACHAN DISTRICT, SING BURI PROVINCE

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### ABSTRACT

This study examines the impact of marketing mix management strategies—product, price, place, and promotion—on customer purchasing decisions for community enterprise products in Tambon Sarajang, Bang Rachan District, Sing Buri Province. Using a quantitative approach, data were collected from 300 respondents through structured questionnaires, and the findings were analyzed using multiple regression techniques. The results indicate that all four components of the marketing mix significantly influence purchasing decisions, with promotion and product being the most impactful variables. Promotion emerged as the strongest predictor ( $\beta = 0.48$ ,  $p < 0.01$ ), highlighting the effectiveness of word-of-mouth and social media campaigns in driving customer behavior. Product quality and uniqueness also showed a substantial positive effect ( $\beta = 0.42$ ,  $p < 0.01$ ), reflecting the importance of aligning product attributes with cultural and consumer expectations. Price ( $\beta = 0.28$ ,  $p < 0.05$ ) and place ( $\beta = 0.35$ ,  $p < 0.01$ ) played significant but slightly lesser roles, with findings emphasizing the need for competitive pricing and diverse distribution channels to enhance accessibility. The research also underscores the role of digital platforms in expanding market reach, particularly among younger demographics, while retaining the importance of traditional markets for personalized shopping experiences.

The regression model explained 68% of the variance in customer purchasing decisions ( $R^2 = 0.68$ ), providing strong empirical evidence for the critical role of marketing mix management in driving customer behavior. These findings offer actionable insights for community enterprises to refine their marketing strategies, such as investing in effective promotional campaigns, enhancing product quality, adopting competitive pricing strategies, and leveraging both traditional and digital distribution channels. By optimizing these elements, community enterprises can achieve sustainable growth and contribute to the economic development of their local communities.

**Keywords:** Marketing Mixes, Customer Purchasing Decisions, Community enterprise

### INTRODUCTION

The marketing mix, a well-established concept in marketing theory, consists of four key elements—product, price, place, and promotion—often referred to as the "4Ps" (Kotler & Keller, 2020). These elements serve as a strategic framework for businesses to develop and deliver value to their target audiences. Effective management of the marketing mix is not only critical for attracting and retaining customers but also for differentiating products in competitive markets. While the concept has been extensively studied in commercial and urban contexts, its application in community enterprises, particularly in rural areas, warrants greater attention due to its potential to drive local economic development and preserve cultural heritage.

Community enterprises in Thailand are grassroots organizations established to promote local self-reliance, enhance income distribution, and sustain traditional practices (Office of the National Economic and Social Development Council [NESDC], 2022). These enterprises often produce unique, culturally significant products, such as handcrafted goods, traditional foods, and natural products, which hold the potential to attract a broader customer base. Tambon Sarajang in Bang Rachan District, Sing Buri Province, is home to several community enterprises that reflect the rich cultural and historical identity of the region. However, these enterprises face a myriad of challenges, including limited access to broader markets, insufficient resources for product innovation, and ineffective marketing strategies (Thaitrakulpanich, 2021). Overcoming these challenges requires a focused understanding of the marketing mix strategies that influence customer purchasing decisions.

Consumer purchasing decisions are shaped by a complex interplay of psychological, economic, and social factors. Studies in rural markets suggest that community enterprises must align their product offerings with customer preferences, set competitive prices, ensure accessibility through appropriate distribution channels, and employ cost-effective promotional strategies to reach potential customers (Srinivasan et al., 2021). Furthermore, local consumers often place value on aspects such as product authenticity, affordability, and accessibility, while also responding positively to promotional efforts that emphasize the cultural significance of the products (Jiracharoensuk et al., 2020).

Despite the wealth of research on marketing strategies in urban and corporate settings, there is limited knowledge on how the marketing mix operates within the context of Thai community enterprises. This knowledge gap is particularly pronounced in Sing Buri Province, where unique regional products have yet to reach their full market potential. Addressing this gap can provide valuable insights into consumer behavior and help community enterprises adopt more effective marketing strategies tailored to their target audience.

## **Litureture Review**

### **Marketing Mix**

The marketing mix, introduced by McCarthy (1960) and popularly known as the "4Ps"—product, price, place, and promotion—forms the foundation of modern marketing strategies. It is a strategic tool that enables businesses to align their offerings with customer needs, market conditions, and competitive environments (Kotler & Keller, 2020; Kulwanich, 2024). Each element of the mix plays a critical role in shaping customer perceptions and influencing their decision-making processes.

1. Product represents the core offering, encompassing both tangible goods and intangible services. Research emphasizes the importance of product quality, innovation, and differentiation in attracting customers and meeting their expectations (Vrontis et al., 2022). Community enterprises, for example, often leverage unique cultural or regional attributes to position their products favorably in the market (Thaitrakulpanich, 2021).
2. Price directly impacts a business's revenue and customer purchasing power. Studies show that pricing strategies, such as competitive pricing, psychological pricing, and value-based pricing, significantly influence customer perceptions of affordability and value (Srinivasan et al., 2021). In rural contexts, aligning prices with the economic capacity of target consumers is especially crucial for success.
3. Place element refers to distribution channels that ensure product accessibility to customers. Effective distribution strategies, such as online platforms or partnerships with local retailers, enhance customer convenience and expand market reach (Kotler & Keller, 2020). For community enterprises, striking a balance between traditional and digital channels is often necessary to cater to diverse consumer segments.
4. Promotion involves all activities aimed at communicating the value of a product to the target audience. Traditional methods, such as word-of-mouth and print advertising, remain effective in specific contexts. However, the rise of digital marketing, including social media and influencer marketing, has reshaped how businesses engage with consumers (Jiracharoensuk et al., 2020).

Particularly in the tourism industry, leveraging the 7Ps enables tour companies to deliver exceptional value to target customers and gain a competitive edge. (Weerasophon W, 2024)

### **Customer Purchasing Decisions**

Customer purchasing decisions are complex processes influenced by various internal and external factors, including psychological, social, and economic elements (Kotler & Keller, 2020). Understanding these factors is critical for businesses to design marketing strategies that align with customer preferences and behaviors.

1. Psychological factors such as motivation, perception, and attitude significantly affect purchasing decisions. Maslow's hierarchy of needs suggests that customers prioritize purchases based on their level of need fulfillment, ranging from basic necessities to self-actualization products (Maslow, 1943). For example, consumers seeking artisanal or community-made products often value authenticity and cultural significance, aligning with self-expression needs (Smith et al., 2021).
2. Social factors, including peer influence and family roles, also play a significant role. Word-of-mouth recommendations, particularly in rural and community settings, are highly trusted and can sway purchasing decisions. Studies show that customers are more likely to purchase products endorsed by friends, family, or influencers they trust (Jiracharoensuk et al., 2020).
3. Economic factors, such as income levels, pricing, and perceived value, further influence decisions. Consumers weigh the cost of a product against its perceived benefits, making value-for-money a crucial determinant of purchase (Srinivasan et al., 2021). For community enterprises, offering competitive prices while highlighting the product's unique value can create a compelling proposition for customers.

The rise of digital platforms has introduced additional variables affecting purchasing decisions. Ease of access, online reviews, and personalized recommendations are now key drivers of consumer behavior (Vrontis et al., 2022). Social media platforms, in particular, allow businesses to engage directly with consumers, providing information and addressing concerns, which can positively influence purchase intent.

Cultural and regional contexts also shape purchasing decisions. For instance, community enterprise products in Thailand are often purchased as a way to support local economies or preserve traditional practices. Thairakulpanich (2021) highlights that such decisions are not only economic but also emotional, driven by a sense of community and cultural pride.

### **OBJECTIVE**

This research seeks to examine the marketing mix management strategies that influence customer purchasing decisions for community enterprise products in Tambon Sarajang. Specifically, the study aims to

1. identify the key marketing mix elements that impact customer choices,
2. propose actionable strategies to enhance the competitiveness of community enterprises in the region. By focusing on these objectives, this study aspires to contribute to the sustainability and growth of community enterprises, thereby supporting the broader economic and social development goals of the region.

### **METHODOLOGY**

The research methodology employed in this study was designed to comprehensively investigate the relationship between marketing mix variables and customer purchasing decisions for community enterprise products in Tambon Sarajang, Bang Rachan District, Sing Buri Province. This section outlines the population, sampling techniques, data collection methods, and data analysis procedures.

### **Population and Sampling**

The population for this study comprised customers who had purchased community enterprise products in Tambon Sarajang. Based on preliminary records from local community enterprises, approximately 1,200 individuals were identified as active or recent customers. Given the size of the population, a sample size of 300 respondents was determined using Krejcie and Morgan's (1970) sample size determination table, ensuring a 95% confidence level and a 5% margin of error. A stratified random sampling technique was employed to ensure representation from different customer demographics, including age, gender, and purchasing frequency. This approach allowed for capturing diverse perspectives and ensured that the findings were generalizable to the broader population.

### **Data Collection**

Data collection was conducted using a structured questionnaire, which was developed based on established scales from previous studies on the marketing mix and consumer behavior. The questionnaire was divided into five sections:

1. Demographics: Captured respondent information such as age, gender, income, and education level.
2. Product: Included items measuring quality, uniqueness, variety, and cultural significance.
3. Price: Assessed perceptions of affordability, value-for-money, and pricing transparency.
4. Place: Examined accessibility, distribution channels, and convenience.
5. Promotion: Measured the effectiveness of various promotional strategies, including social media, word-of-mouth, and discounts.

Respondents rated each item on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pre-tested with 30 respondents to ensure reliability and validity before full-scale distribution.

Data collection was conducted over a four-week period, using both online and offline methods. Online questionnaires were distributed via social media platforms and community group chats, while offline surveys were conducted at local markets and community events. A total of 312 responses were received, of which 300 were deemed valid for analysis after data cleaning.

### **Data Analysis**

Quantitative data analysis was conducted using SPSS (Statistical Package for the Social Sciences) software. The analysis involved the following steps:

**Descriptive Statistics:** Mean, standard deviation, and frequency distributions were calculated to summarize respondents' demographic characteristics and their perceptions of each marketing mix variable.

**Reliability Testing:** Cronbach's alpha was used to assess the internal consistency of the questionnaire items. All scales achieved acceptable reliability levels, with alpha values exceeding 0.70.

**Inferential Analysis:** Multiple regression analysis was conducted to examine the relationships between the independent variables (product, price, place, and promotion) and the dependent variable (customer purchasing decisions). This analysis provided insights into the relative importance and significance of each marketing mix component.

### **Ethical Considerations**

Ethical approval was obtained from the local research ethics committee before data collection. Respondents were informed about the purpose of the study, assured of their anonymity, and provided with the option to withdraw at any time. Written or digital consent was obtained from all participants.

By employing this robust methodology, the study ensured the reliability and validity of its findings, providing actionable insights into the role of the marketing mix in influencing customer purchasing decisions for community enterprise products in Tambon Sarajang.

## RESULTS

This section presents the quantitative analysis results conducted to examine the impact of the marketing mix variables—product, price, place, and promotion—on customer purchasing decisions for community enterprise products in Tambon Sarajang, Bang Rachan District, Sing Buri Province. The findings are organized based on each variable.

| Variable  | Mean Score | Standard Deviation (SD) | Significant Beta Coefficient ( $\beta$ ) | P-Value | % Influenced by Variable | Key Findings                                                                 |
|-----------|------------|-------------------------|------------------------------------------|---------|--------------------------|------------------------------------------------------------------------------|
| Product   | 4.5        | 0.6                     | 0.42                                     | < 0.01  | 85                       | High influence of quality and uniqueness                                     |
| Price     | 4.2        | 0.8                     | 0.28                                     | < 0.05  | 73                       | Moderate correlation with purchasing decisions; price sensitivity noted      |
| Place     | 4.4        | 0.7                     | 0.35                                     | < 0.01  | 75                       | Significant determinant with preference for local markets                    |
| Promotion | 4.6        | 0.5                     | 0.48                                     | < 0.01  | 89                       | Most influential variable; strong impact from word-of-mouth and social media |

**Product** The quantitative analysis revealed a significant relationship between the product variable and customer purchasing decisions. Respondents rated the importance of product-related attributes, including quality, uniqueness, design, and cultural significance, on a Likert scale from 1 to 5. The mean score for product quality was 4.5 (SD = 0.6), indicating its high influence on purchasing behavior.

A multiple regression analysis demonstrated that product uniqueness had a significant positive relationship with purchasing decisions ( $\beta = 0.42$ ,  $p < 0.01$ ). Approximately 85% of respondents cited product quality as the primary factor influencing their decision, while 78% emphasized the importance of cultural heritage and uniqueness. Descriptive statistics further indicated that product variety and innovation scored a mean of 4.3 (SD = 0.7), reinforcing their impact on consumer preferences.

**Price** Quantitative data analysis indicated that price significantly affects purchasing decisions. The affordability of community enterprise products was rated with a mean score of 4.2 (SD = 0.8), and 73% of respondents identified it as a crucial factor. A regression analysis showed that price had a moderate correlation with purchasing decisions ( $\beta = 0.28$ ,  $p < 0.05$ ).

The analysis revealed that 68% of respondents were willing to pay a premium for products perceived as unique or of superior quality. Additionally, 62% expressed a preference for bundled offers and discounts, particularly during promotional periods. Seasonal discounts showed a mean effectiveness score of 4.1 (SD = 0.6), suggesting that such strategies could significantly enhance sales.

**Place** Accessibility and convenience emerged as significant determinants of customer purchasing decisions. Respondents rated product availability at local markets with a mean score of 4.4 (SD = 0.7). Regression analysis confirmed the positive impact of place ( $\beta = 0.35$ ,  $p < 0.01$ ) on purchasing behavior.

Approximately 75% of respondents preferred purchasing products directly from local markets and fairs due to the opportunity for personal interaction with sellers. However, digital platforms were also increasingly utilized, with 48% of respondents indicating they had purchased products online. Younger demographics showed a higher propensity for online shopping, with a mean score of 4.3 (SD = 0.8) for convenience.

Promotion emerged as the most influential variable in the quantitative analysis. The mean score for promotional effectiveness was 4.6 (SD = 0.5), with 89% of respondents affirming its significant impact on purchasing decisions. Regression analysis revealed a strong positive correlation between promotion and purchasing decisions ( $\beta = 0.48$ ,  $p < 0.01$ ). Word-of-mouth marketing was identified as the most effective promotional strategy, with 67% of respondents influenced by recommendations from friends or family. Social media platforms played a critical role, with 58% discovering products through channels like Facebook and Instagram. Seasonal promotions and event-based marketing scored a mean of 4.4 (SD = 0.6), demonstrating their effectiveness in driving sales.

#### Customer Purchasing Decisions

Customer purchasing decisions were analyzed as the dependent variable, integrating the influence of all four marketing mix components. The overall satisfaction with community enterprise products was high, with a mean score of 4.5 (SD = 0.6). Multiple regression analysis indicated that promotion ( $\beta = 0.48$ ,  $p < 0.01$ ) and product ( $\beta = 0.42$ ,  $p < 0.01$ ) were the strongest predictors, followed by place ( $\beta = 0.35$ ,  $p < 0.01$ ) and price ( $\beta = 0.28$ ,  $p < 0.05$ ).

The regression model explained 68% of the variance in customer purchasing decisions ( $R^2 = 0.68$ ), demonstrating the substantial influence of the marketing mix variables. The findings highlight that while price and place are important, product quality and promotional efforts have a more pronounced impact on consumer behavior.

### CONCLUSION

The quantitative results underscore the critical role of the marketing mix in shaping customer purchasing decisions for community enterprise products in Tambon Sarajang. Promotion and product were identified as the most significant variables, followed by place and price. These findings suggest several key implementation strategies for community enterprises:

1. **Enhancing Product Quality and Uniqueness** Community enterprises should focus on improving the quality of their products while maintaining their cultural and traditional uniqueness. This includes standardizing production processes to ensure consistent quality, introducing innovative product designs, and leveraging the rich cultural heritage of Tambon Sarajang. Offering a variety of products that cater to different customer preferences can further enhance competitiveness.
2. **Adopting Competitive and Transparent Pricing Strategies** Price remains a crucial factor for many customers. Community enterprises should adopt pricing strategies that balance affordability and perceived value. Introducing tiered pricing for different product lines and offering bundled packages or seasonal discounts can attract price-sensitive customers while maintaining profitability.
3. **Expanding and Diversifying Distribution Channels** Accessibility is vital for driving sales. Community enterprises should strengthen their presence in local markets and fairs, which remain popular purchasing venues. At the same time, expanding into digital platforms such as e-commerce websites and social media marketplaces can help reach younger and urban demographics. Partnerships with local retailers and logistic providers can improve distribution efficiency.

4. Investing in Effective Promotional Campaigns Promotion is the most influential factor in purchasing decisions. Community enterprises should focus on creating engaging promotional content, leveraging social media platforms, and encouraging word-of-mouth marketing. Seasonal campaigns and participation in cultural events can create urgency and increase visibility. Collaborating with influencers or community leaders can also build trust and credibility.

Utilizing Data-Driven Insights Conducting regular customer surveys and analyzing purchasing data can help enterprises better understand their audience and refine their marketing strategies. These insights can inform decisions on product development, pricing adjustments, distribution improvements, and promotional efforts.

By implementing these strategies, community enterprises in Tambon Sarajang can enhance their market presence, attract a larger customer base, and contribute to the sustainable economic development of their community. These findings also provide a valuable framework for other rural enterprises seeking to optimize their marketing mix and influence customer purchasing behavior.

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