

Factors that Influence the Decision to Buy Goods from Groceries Blue Flag State Civil Consumer in Samsen, Bangkok.

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Abstract

This research aimed to study the attitudes of consumers from the grocery store of the Blue Flag States that have an impact on the decision to buy the goods in Samsen, Bangkok. The results of this research have found that populations that used the services of the blue flag at a grocery store in most of the State was male. Because a male trait liked buy cheap goods, rather than buying an item with the item property, which was consistent with and would be 40 years of age range 31 – who used the services of the blue flag State groceries as most product categories that usually decided to buy in the grocery store of the blue flag State regularly was in the food and beverage category in the section of your grocery store of the blue flag State, generally the week 2 – 3 times in one shop.

When considering in detail the factors that affected the decision to buy the goods from the grocery store of the Blue Flag State. The customers who used the services of the blue flag State grocers to exist in moderate side offer moral trust, and the decision to buy the goods were found to be different to market. It found that there was no difference because of the marketing campaign.

Keywords: Buying decision, The Blue Flag Grocery

1. Introduction

Back in 1991, thailand was in crisis over the cost of living. Products are constantly rising in price. As a result of the rapidly expanding economy, Department of Internal Trade As the main agency that oversees the mouths of the Thai people, we have created the "Low Budget Flag" project. By bringing consumer products from manufacturers and distributors directly to consumers by selecting the right products. Essential for everyday living and, crucially, 20-60% cheaper than the market.

The "Flagship Project" officially announced its birth from now until the word "blueflag" was adopted. It is used in various ways to solve problems and crises related to the cost of living of the people. The government's common medicine parallels the cost of living and alleviates the suffering of the people.

For the past 20 years, the "flag of the sky" has dominated the hearts of the majority of the country's citizens. It is the main cog used by the Department of Internal Trade to drive and ease the burden on the cost of living. However, the role of the "flag" depends on a number of situations, such as: In the event that the economy is self-driving, manufacturers, sellers do not create burdens or impacts on the people. And the people not suffering from the end of the "blue flag" will not play much of a role. But whenever the public has the effects of goods, cost of living problems, and a surfaish economy, then the "blue flag". I'll come in and help immediately and fully.

In other words, the "blue flag" is a white horse knight who has helped lighten the cost

of living crisis for the whole country of Thailand.

The researchers foresee the key point of the problem, in order to study the factors that affect the decision to purchase goods and services from the blue flag grocery store of consumers in Samsen Sub-district, Bangkok. The above problems are used in research to further study the service model that is perfect for the business of the Blue Flag grocery store.

2. Research Objectives

Consumer attitudes from the Blue Flag grocery stores affected their decision to shop in Samsen. Phuttamonthon District, Nakhon Pathom Province

3. Scope of Research

This research team defined three areas of research that cover research objectives and research questions as follows:

3.1 Demographic scope

The population was the customers in Samsen Sub-district, Bangkok by 50 respondents.

3.2 Document scope

This research focuses on studies related to market disproportionate, quality and service of the Blue Flag grocery store to obtain variables and conceptual frameworks used in the study.

3.3 Time scope

The research period ranges from the proposed approval of research projects, process research, writing research reports, drawing and dissemination of research that works from January 1 to April 30.

4 Conceptual Framework

Independent Variables

Attitude
Behaviors
Understanding
Feeling
Trust
Communication
Caring and Giving
Commitment
Comfort
Conflict Resolution
Marketing Mix
Product
Price
Place
Promotion

Dependent Variables

The decision to purchase products at The Blue Flag Grocery Store of consumers in Samsen Sub-district, Bangkok.



5 Literature Review

This chapter presents ideas. Theories and research related to the variables of the study, which the researchers conducted the search for. The content of this chapter is divided into 4 parts:

5.1 Concept and Theory

Building trust is about building good customer relationships and success factors. Millar & Millar (2009) clarifies that building trust or trust consists of 5 letters: T R U S T, which refers to 5 factors that will help build strong and lasting relationships with customers.

T = Truth

R = Reliability

U = Understanding

S = Service

T = Take your time

These 5-character T R U S T is an essential tool for essential customer service professionals. It must be remembered and adhered to as a principle of the body to be implemented in order to reach the goal. This is to conquer the hearts of customers long and lasting.

5.2 Concepts and theories related to the conspiracy Marketing Mix (4Ps) refers to marketing variables that In addition, (Leksomboon, 2019) describes the marketing segment as a marketing activity that causes the process of making a purchase decision.

Price: refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used a demarcation, to differentiate and enhance the image of a product.

Product: refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good.

Place: refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. In fact, the mantra of a successful retail business is 'location, location, location'.

Promotion: this refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes.

5.3 Purchasing decision Theory

Kotler's concepts and theories about purchasing decisions (Theamjan, 2018) showed that consumer decisions are made by internal factors: motivation, perception, learning, personality and attitude, which demonstrate the need to realize that there are many products to choose from. Activities involved by consumers in relation to existing data in order to achieve their objectives. There are three key elements of the purchasing decision-making process:

1. Factors that affect consumers' purchasing decisions are external factors, which are information about products related to values.
2. Attitude and Behavior is the process of making consumer decisions that consists of internal factors
3. Decision process before consumers decide to buy

5.4 The Blue Flag History

The Low-cost blue flag origin

From the many achievements of the Thai Product Promotion Program and the Low Cost to Rural Goods Project, which has reduced the cost of living in Thailand. As a result, Thailand experienced a higher cost of living due to global oil market prices and rising demand from very high economic growth led the Cabinet to vote on October 31, 1989. The Ministry of Commerce and the Ministry of Agriculture and Cooperatives provided cheap products to the people. Therefore, it has been started. Caravan project reduced cost of living in 2010. To give people in the region the opportunity to purchase consumer goods at lower prices than usual and increase or expand the market channels (DIP, 2020).

The 1990 Caravan Reduced Cost of Living project was developed from the Existing Caravan project and the Low Cost Goods Project. Nakhon Ratchasima province emphasizes on continuing to organize events in as many provinces as possible. It can operate in up to 48 provinces and has begun recruiting manufacturers (instead of distributors or stores). Participate in long-term events to ensure investment in purchasing products and public relations to generate sales. The implementation has been satisfactory, resulting in an increase in the duration of the event by 2-3 days to 3-7 days, and improvements in the guidelines, such as: The preparation of tents ensures that they can be carried out on time for consecutive events.

In 1990, Caravan Reduction Of Living Costs Achieving success to such an extent that the page will be satisfied and achieving its main objective is to reduce the cost of living for the people in the province where the event is held. In addition, the project can create alertness. In other ways, people who have held similar events have taken the opportunity to organize special discount events before or while in the karawa procession. The goods of the Department of Internal Trade have also reached the province.

However, the event was followed by complaints from operators within the province that there was an impact on caravan arrangements. In the future, the Department received reduced support for the budget. Therefore, the implementation of such projects must be reduced accordingly. In 1991, the economy expanded rapidly, people experienced a higher cost of living again. Therefore, the Department of Internal Trade has prepared "Low-Cost Flagship Project" was implemented on September 10, 1991. Yo aims to enable people in the region to purchase consumer goods directly from manufacturers and dealers at a low price. D is the first occurrence of the word "blue flag".

The "blue flag" is the color of Her Majesty queen Sirikit. It corresponds to the mozed color, which is the color of the Ministry of Commerce. It is the color of generosity that depends on the people. The Department of Internal Trade registered the trademarks and certification marks on March 5, 1992. Those who wish to use it must obtain permission from the Department of Internal Trade. If anyone applies without permission, there will be an offence under the Trademark Act B.E. 2535 (2009). He was also found guilty of criminal law or the Civil and Commercial Code.

Since then, I've been trying to make a Low-Cost Flagship Project It has been used as a tool to solve the cost of living for people in different areas continuously. The goal is to help the cost of living and increase the channel of choice for people to shop. It is carried out from time to time as necessary and is based primarily on the economic conditions and suitability of the area.

The low-cost flagship project has been in operation until 2015. In 2004, the global market fueled a dramatic rise, and the government at the time created a generous program to help. The company has changed the name of the low-cost blue flag to a generous product.

However, the Ministry of Commerce by the Department of Internal Trade still uses the project name. Low-cost blue flag The company has implemented the project as a complementary measure to supervise the price of goods in order to ensure fairness for consumers. Including expanding the implementation of low-cost flagship projects in a number of activities covering the country to ensure that people receive results. Yosh, like beans, is a flagship flea market for consumers.

6 Research Methodology

The researchers conducted the research using quantitative research methods. The Surveys used questionnaires as a data collection tool. The Cross-sectional field data collection is a large-scale space research study, collecting data only once and describing the nature of the way things go or the relationship between things (Charadpet, 2018).

Population and sample

1) population

This research is a quantitative research analyzed using descriptive statistics to analyze the general characteristics of respondents and the priority values of variables. The researchers used a formula to calculated by Cochran's sample size (1977), Inferential Statistics used Roscoe's Rule of Thump for Determining Sample Size (1975):

Determining the sample size for descriptive research statistics using Cochran's formula

From the formula Determine

$$n = \frac{Z^2}{4e^2}$$

n = The size of the sample required

p = proportion of characteristics of interest in the population

e = the tolerance of the sample allowed. Importance - If the confidence level is 95% or the significance level is 0.05,

$Z = 1.96$ - if the confidence level is 99% or the significance level is 0.01, $Z = 2.58$.

$n = 1.96 \times \frac{400}{4(0.07)}$

the minimum sample size must not be less than 400 people

2) The researcher used an organizational analysis unit to require consumers to shop at the Blue Flag grocery stores in Samsen. Only one respondent answered the question in hard copies or Google forms.

3) Data Source

This research collected secondary data from documents, textbooks, print media and online media both domestically and internationally, and primary data from the field using questionnaires as a tool to collect data and use the data obtained from questionnaires for analysis and discussion.

7. The result

From the results of a general analysis of the general data of respondents who visited the Blue Flag grocery store in Samsen sub-district. The sample of 400 people was as follows: General data from respondents showed that 193 females accounted for 48.30 percent of males, 207 percent of them 51.80 percent, respectively. The majority of respondents aged 31 - 40 were 137, representing 34.30% of the second, including 112 people aged 41 to 50, representing 28.00 per cent aged 21- 22 persons aged 5.50% and finally aged 50 and over 19, 4.80% respectively.

According to the data, the majority of the 182 undergraduates were 45.50%, 158 percent lower than high school, 13.80 percent, and finally 60 undergraduates, representing 15.10 percent, 99% of 99 public servants/state enterprises, 24.80 percent of 90 butler/housekeeper occupations, 22.50 percent of student/student occupations, 55 percent of them 13.80 percent, and finally 27 percent of other occupations, representing 6.80%, according to data showing that the majority of income is 10,000. – 20,000 baht for 161 persons, 40.30% below or equal to 10,000 baht, 124% 31.00% revenue 20,001 – 30,000 baht, 69% 17.30% and final income 30,001 or more 46% of them, equivalent to 11.50%.

The types of products that were the most often decided to shop in the Blue Flag grocery stores. The majority of food and beverages were 215 people, representing 53.80% of the total. 113% of daily use was 28.30% of fresh food. 9.30% and finally, the type of medicine. 35% of the 8.80% frequency of decisions to shop at the Blue Flag grocery stores. 190 people were 47.50% of the time. 75 persons per year, representing 8.8% 59% 14.80% per month, 45% 11.30% and last month 2-3 times a month, 31% 7.80% respectively.

Part 2: Analysis of variable priority data from data analysis, the priority of variables affecting the decision to purchase goods from consumer at Blue Flag grocery stores in Samsen sub-district that using descriptive statistics to calculate the average (\bar{x}) and standard deviation (SD) of the body. Based on the results of the analysis of the importance of variable factors was influenced the decision to shop from the consumer at Blue Flag grocery store in Samsen that using statistics to calculate the average (\bar{x}) and standard deviation (SD) of 50 sample-based variables. It was found that factors affected the decision to shop from consumer at the Blue Flag grocery stores in Samsen. Overall, the average was the highest.

Attitude factors ($\bar{x} = 4.56$, $SD = .55$) include: Do you think it's convenient to buy from the Blue Flag grocery store at the right time (A1) ($\bar{x}=4.44$, $SD= .73$). Customer understand the process of purchasing the Blue Flag grocery store was simple and hassle-free (A2) ($\bar{x} = 4.46$, $SD=.74$). The customer had a feeling that buying from the Blue Flag grocery store suits to the customer's current way of life. (A3) ($\bar{x} = 4.53$, $SD = .74$). The customer enjoyed shopping at the Blue Flag grocery store (A4) ($\bar{x} = 3.96$, $SD = .90$). The using of the Blue Flag Card was given customers' positive attitude towards the Blue Flag shop. (A5) ($\bar{x} = 4.56$, $SD = .55$). Trust factors ($\bar{x} = 4.35$, $S.D. = .34$) include: Products sold in the Blue Flag grocery stores were in accordance with standard quality (B1) ($\bar{x} = 4.50$, $SD = .55$). The seller can communicate the product details in the store and can tell the location of the product very well (B2) ($\bar{x} = 4.50$, $SD = .72$). The Blue Flag grocery store has clear warranty conditions (B3) ($\bar{x} = 4.30$, $SD = .68$).

The market ingredient factor ($\bar{x}=4.41$, $SD= .42$) consists of items that were always new (C1) ($\bar{x} = 4.52$, $SD = .70$). Items were always circulated to meet demand (C2) ($\bar{x} = 4.15$, $SD = .58$). The product price was displayed in a complete and accurate way (C3) ($\bar{x} = 4.43$, $SD = .54$), reasonable price compared to quality (C4) ($\bar{x} = 4.57$, $SD = .70$). The location was easy to park (C5) ($\bar{x} = 4.05$, $SD = .89$). The using of the Blue Flag Card makes customers more known and wants to use the Blue Flag grocery store (C6) ($\bar{x} = 4.77$, $SD = .53$). The purchasing decision factors ($\bar{x} = 4.49$, $SD = .41$) include: Customers' daily lifestyle was perfect for shopping at the Blue Flag store. (D1) ($\bar{x} = 4.46$, $SD = .83$) Listening to other people's opinions As a result, you decided to shop in the Blue Flag grocery store (D2) ($\bar{x} = 4.39$, $SD = .75$). The customer can compare prices with regular convenience stores. The decision to purchase goods in the Blue Flag grocery store (D3) ($\bar{x} = 4.53$, $SD = .66$) public relations of the products sold inside the store resulted in you deciding to shop in the Blue Flag grocery store ($\bar{x} = 4.67$, $SD = .49$). The location was easy to access. Convenient parking is available. As a result, customer decided to buy the goods in the Blue Flag groceries (D5) ($\bar{x} = 4.26$, $SD = .73$). The coming of the state welfare card led you to decide to shop in a flagship grocery store. (D6) ($\bar{x} = 4.67$, $SD = .54$)

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