

MARKETING MIX FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR ON LOCAL FISHERY PRODUCTS OF RANONG PROVINCE

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ABSTRACT

The objectives of this research aim to explore consumer buying behavior on local fishery products of Ranong Province and marketing mix factors influencing such a behavior. The quantitative research was applied with data collection undertaken through questionnaires, as the research instrument, whereas its population and sampling group were 400 consumers of Ranong local fishery products. The research findings revealed that most consumers or 83.50 % mainly bought the captioned products in food category followed by 6.50 % in arts, craft and souvenir, 4.00 % in beverage, and 3.00 % equal in apparel, appliance and decoration, respectively. The purposes of purchase could be ranked in order as follows: 38.50 % mostly for souvenir, 29.50% for family use, 22.00 % for supporting OTOP products, and 10.00 % for further selling, respectively. In view of influencer factor influencing buying behavior, most of them or 42.00 % were equal for both family and oneself, 8.50 % were supervisors, 6.00 % were friends and 1.50% were others, respectively. Timing of buying were mostly on public holidays or 42.00%, followed by 36.50 % on Saturday-Sunday, 21.50 % on Monday-Friday, respectively. Duration of decision making to buy was at once or 83.00% and 17.00 % for making decision within 1 day, respectively. The average of the marketing mix factors influencing consumer buying behavior on local fishery products of Ranong Province was between 3.98-4.09 with an overall at high level (\bar{X} =4.04, S.D. =0.54). Considering on aspect basis, it was found that every aspect was all at high level and the highest value was marketing promotion aspect (\bar{X} = 4.09, S.D. =0.63), ranked in order, distribution (\bar{X} = 4.04, S.D. =0.63), price (\bar{X} = 4.03, S.D. =0.65), respectively whereas the lowest value was product aspect (\bar{X} = 3.98, S.D. =0.54).

Keywords: Marketing Mix Factors, Consumer Buying Behavior on Local Fishery Products, Ranong Province

INTRODUCTION

Thailand is one of agricultural countries with high potential as leading food and agricultural producers due to its fertility and variety of plants. The proportion of agricultural productivity was 8.3 % of GDP in 2016. The agro - processing industry has been strongly developed and added value for export. It is one of the vital industries playing an importance role towards Thailand economy increasing numerous income gain to agriculturists and the country. Nevertheless, the agricultural productivity per GDP has been reduced continually whereas agriculturists' production cost has been higher since the productivity has reduced due to agriculturists' lack of support in terms of funds, technology and resource as well as price stability that minimize Thai agriculturists' competitiveness when compared with its

competitors (Kanyapak Tantipitpong, 2017). The cabinet's major policy to increase national income is upgrading competitiveness and expanding marketing channel of industrial business, domestic service business and small & micro community enterprise that enhance the building process of career and quality of work for more income gain of people throughout the country.

Local fisheries in Ranong Province is a career undertaken according to coastal topography laying along Andaman sea with local wisdom inherited from one generation to the next through self-made tools developed continuously in line with a change of technology and environments that results in numerous number of fishery-processing products. Based on Ranong Province's vision "To be one of Asian leading wellness tourism town" due to its unique characteristics and popularity among 90 % of Thai tourists, souvenir products and fishery processing products are well popular to be bought for family consuming and as valuable souvenirs of visitors.

The expansion of e-commerce has caused businesses to increasingly place more importance on marketing via internet. Digital marketing is therefore more extensive and obvious while 90 % of consumers use on-line media and social network to review products and services before buying decision. 67% of all consumers focus on attractive marketing content creation. Consequently, on-line media and social network or modern technology are increasingly applied by business enterprises for product and service review that is one of the digital marketing playing a vital role influencing consumers' decision to buy products and services in this current age. Since the digital media has been continuously expanded, this avails a good opportunity for businesses to apply it for enhancing competitiveness leading to brand recognition and undertaking marketing activity more conveniently and rapidly for well easy access of customers.

As per the above mentioned significance, the researchers then are of interested in exploring the consumer buying behavior and marketing mix factors influencing consumer buying behavior on local fishery products of Ranong Province in order to develop the products to cope with their market and consumer demands both at present and in the future for community sustainability.

Objectives

1. To explore consumer buying behavior on local fishery products of Ranong Province.
2. To examine marketing mix factors influencing consumer buying behavior on local fishery products of Ranong Province.

METHODOLOGY

The quantitative research was applied to this study and data collection was conducted through questionnaires distributed to the sampling group of population consisting of 400 consumers buying local fishery products of Ranong Province. Therefore, the research instrument was a questionnaire formulated from literature review and studies related to studied variables. The questionnaire was separated into 3 parts; Part 1 – General information of informants, in a check-list form, Part 2 – Consumer buying behavior level on local fishery products, and Part 3 –Marketing mix factors level influencing buying behavior on local fishery products. The questionnaire type was in a closed-ended form with 5-rating scale: highest, high, moderate, low, lowest, respectively. For content validity, 30 sets of formulated draft questionnaire were preliminarily reviewed on quality by 5 consulting expertise for reliability

and try out. Reliability was tested with Cronbach's Alpha Coefficient method whereas data analysis was conducted through a statistical computer program as per details below:

1. Data analysis of general status of the informants through a check-list questionnaire consisting of frequency and percentage values

2. Data analysis of 5 variables' reality on a close-end form with 5 rating scale, arithmetic mean and standard deviation.

CONCLUSION

Part 1 Analysis Result of Informant's Individual Factors

Most of the informants or 60.50% are female whereas 39.50% are male. In view of age aspect, most of them are between 21-30 years old or 35.50 %, 24.50 % between 31-40 years, 21.50 % between 41-50 years, 11.50 % between 51-60 years, 4.50 % at 20 years or lower, and 2.50 % at 60 years or higher, respectively. For educational aspect, most of them or 62.00 % graduated with a bachelor's degree, 20.00 % with a master's degree, 11.50 % lower than a bachelor's degree, and 6.50 % higher than a master's degree, respectively. For occupation aspect, most of them or 30.50 % are government officials/state enterprise employees, 24.00 % are private company employees, 13.50% are in other careers, and 11.00 % are students, 9.00 % are business owners, 8.50 % are self-employed, and 3.50 % are housewives, respectively. With respect to an average of monthly income aspect, most of them or 27.00 % gain between 20,001-30,000 Baht, 23.50 % of 10,000 Baht or lower, 21.50 % of 10,001 – 20,000 Baht, 17.50% of over than 40,000 Baht, and 10.50 % between 30,001 – 40,000 Baht, respectively.

Part 2 Analysis Result of Consumer Buying Behavior on Local Fishery Products of Ranong Province

The questionnaires distributed to the informants were collected and categorized by types of local fishery products, buying purpose, influencers, timing of purchase and selection as shown in Table 1 below.

Table 1 Percentage of the Sampling Group Categorized by Types of Local Fishery Products, Buying Purpose, Influencers, Timing of Purchase and Selection

Buying Behavior on Local Fishery Products of Ranong Province		Number	Percentage
1. Local Fishery Products	Food	334	83.50
	Beverage	16	4.00
	Apparel	12	3.00
	Appliance & Decoration	12	3.00
	Arts, Craft & Souvenir	26	6.50
	Total	400	100.00
2. Buying Purpose	To support OTOP products	88	22.00
	To be souvenirs	154	38.50
	For family use	118	29.50
	For reselling	40	10.00
	Total	400	100.00
3. Influencers	Friend	24	6.00
	Family	168	42.00
	Supervisor	34	8.50
	Oneself	168	42.00
	Others	6	1.50

	Total	400	100.00
4. Timing	Monday-Friday	86	21.50
	Saturday-Sunday	146	36.50
	Public Holidays	168	42.00
	Total	400	100.00
5. Selection	At once	332	83.00
	Making decision within 1 day	68	17.00
	Total	400	100.00

According to Table 1, most of the informants or 83.50 % bought fishery products in category of Food, 6.50 % of Arts, Craft and Souvenir, 4.00 % of Beverage, and 3.00 % equal of Apparel, Appliance & Decoration. In view of buying purpose, most of them or 38.50 % bought the captioned products to be souvenirs, 29.50 % for family use, 22.00 % to support OTOP products, and 10.00 % for reselling, respectively. For influencer aspect, most of them or 42.00 % were equal in both family and oneself, followed by 8.50 % were supervisors, 6.00 % were friends, and 1.50 % were others, respectively. For timing of purchase, most of them or 42.00 % bought the products on public holidays, 36.50 % on Saturday-Sunday, and 21.50 % on Monday-Friday, respectively. With respect to selection, most of them or 63.00 % bought them at once and 17.00 % made decision within 1 day, respectively.

Data gained from responded questionnaires were analyzed to find out the level of marketing mix factors influencing consumer buying behavior on local fishery products under an average value (\bar{X}) and standard deviation (S.D.) as shown in Table 2 below.

Table 2 Average and Standard Deviation of the Marketing Mix Factors Influencing Consumer Buying Behavior on Local Fishery Products of Ranong Province - Overall Aspect

Marketing Mix Factors	Significance Level		Interpretation	Scale
	\bar{X}	S.D.		
Product Aspect	3.98	0.54	High	4
Price Aspect	4.03	0.65	High	3
Distribution Aspect	4.04	0.63	High	2
Marketing Promotion Aspect	4.09	0.63	High	1
Total	4.04	0.54	High	-

As per Table 2 above, the marketing mix factors influencing consumer buying behavior on local fishery products of Ranong Province showed the average value between 3.98-4.09 with an overall value at high level (\bar{X} =4.04, S.D. =0.54). Considering on aspect basis, it was found that an average value of every aspect was at high level and the marketing promotion aspect contained highest value (\bar{X} = 4.09, S.D. =0.63) followed by the distribution aspect (\bar{X} = 4.04, S.D. =0.63, and price aspect (\bar{X} = 4.03, S.D. =0.65), respectively whereas product aspect contained lowest value (\bar{X} = 3.98, S.D. =0.54).

DISCUSSION

The marketing mix factors influencing consumer buying behavior on local fishery products of Ranong Province showed average value between 3.98-4.09 with an overall at high level. Considering on aspect basis, the result revealed that every aspect was at high level. The highest value was the marketing promotion aspect, followed by distribution and price,

respectively whereas the lowest one was the product aspect. This was in line with Praewpairin Pateetin, 2019 on “Marketing Mix Factors Affecting Consumer Buying Decision Process on Monk Supplies in Trat Province” stating that 1) the different demography factors do not show different process of consumer buying decision, and 2) the marketing mix factor in view of product aspect did not cause an effect to buying decision on monk supplies in Trat Province. However, in view of the followings; price, distribution and marketing promotion, these influenced the said consumer buying decision process. This was also in line with Kittiampol Sudprasert, Bunyaporn Phoothong, Anuch Nampinyo, Wawmayura Chamsuk, Suwaj Dansomboon (2021) on “Factors Influencing the Behavior of Online Food Ordering via Grab Food of Consumers in Khlong Yong Subdistrict, Phutthamonthon District, Nakhon Pathom Province” revealing that the service marketing mix factor influenced the image factor of product brands at highest level, and in order, the image factor of product brands influencing the behavior of online food ordering and the service marketing mix factor influencing the behavior of online food ordering, both were at equal level in all aspects with statistical significance level of 0.5. The research findings have helped drive the current service business sector to be run more effectively and encourage improvement of products and services for customer satisfaction and responding to their demand continuously. This also matched with Suppara Charoenpoom (2017) on “Factors Influencing Consumer’s Intention to Repurchase of Traditional Retailers in the Southern Andaman Province” revealing that there were 4 factors influencing customer satisfaction; enjoyment of buying (0.421), service quality (0.353), worthiness (0.220) and location (0.080) while the satisfaction factor caused an effect towards intention of reordering with coefficient value of 0.668. This concurred with Warisara Soosakulsing, Warawude Rurkwararuk (2020) on “Online Marketing Mix Factors Affecting the Decision to Buy Fashion Clothes through E-commerce Website in Mueang, Phitsanulok Province” stating that the informants focused on, at high level, nearly every aspect of the marketing mix factors affecting decision to buy products and only the privacy policy factor was at medium level. Considering the influencing level ranked in order from high to low, those were price aspect and marketing promotion aspect, respectively. This concurred with Chomphunuch Narintharangkool Na Ayudhya, Sasinipa Srikalayaniwat, (2019) on “Consumer Buying Behavior and Marketing Mix Factor Affecting Decision to Buy Crispy Riceberry Brownie with Almond of Consumers in Phitsanulok Province” revealing that the factors in terms of product and price were focused at highest level, followed by distribution and marketing promotion that were both at high level. This concurred with Siwari Nontawuttisawad, Sasanun Wiwathanachart, Chatayaaporn Samuejai, (2020) on “The Marketing Mix and Purchasing Decision Process on Laptop Computer in The Republic of the Union of Myanmar” in which the overall result of marketing mix factors was at high level whereas other factors; product and price were at highest level, and distribution and marketing promotion were at high level, respectively. In addition, the purchasing decision process was also at high level. Also, in line with Kansapat Nupteotrong (2021) on “Factors Affecting Consumers Making Decision of Food Delivery Service in Surin Province” in which the findings revealed that the marketing mix factors; price, distribution, marketing promotion affected consumers’ decision making on food ordering. This matched with the findings of Thinida Chaysaeng and Pathathai Jaruthaweenukul (2021) on “Purchasing Behavior and Marketing Mix Influencing the Decision to Purchase M•A•C Brand Cosmetic of Working Women in Bangkok” stating that for marketing mix factors, most of informants emphasized on product factor at highest level and hypothesis result showed that the demography factor; age, status, occupation and monthly average income, differently affected decision of working age women in Bangkok to buy M•A•C brand cosmetic with statistical significance level of 0.05. The buying behavior factors on this captioned brand consisting of type of product, influencer, frequency and average price per time affected buying decision of working age women in

Bangkok with statistical significance level of 0.05. This matched with Natthaphong Rattanaprom, Cheewapath Ardkarn, Siriluk Piankarn, Atchara Meksuwan, Kajohnsak Wongwirach (2019) on “Marketing Mix Factors and Website Reliability Affecting Consumers’ Decision Making for Internet Purchase in Mueang District, Lampang Province” in which the findings revealed that the informants’ opinion were emphasized on the marketing mix factors, website reliability and buying decision at high level in all aspects. The analysis result of multiple linear regression showed $\beta = 0.592$ of website reliability and $\beta = 0.218$ of marketing mix factors, respectively that affected buying decision for internet purchase in Mueang District, Lampang Province with statistical significance level of .05./

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