

PROMOTION MIX FACTORS RELATING WITH SELECTION DECISION MAKING ON FIVE-STAR HOTELS IN BANGKOK

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ABSTRACT

The research objectives represented 1) to study the promotion mix and the decision making on five-star hotels selection in Bangkok. 2) to study the relationship between the promotion mix and the decision making on five-star hotels in Bangkok.

The population was the tourists who accommodate in five-star hotels in Bangkok, the 384 sample sizes of tourists were determined by W.G. Cochran formula. The research instrument represented the questionnaire and collecting data from the samples who accommodated in the selected hotels. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the correlation coefficient.

The finding of the promotion mix factors that comprised of 1) the advertising 2) the personal selling 3) the sales promotion 4) the publicity and public relations 5) the direct marketing and 6) the events, six factors were related with the selection decision making on five-star hotels in Bangkok with determined factors as following 1) the problem recognition 2) the information searching 3) the alternative evaluation 4) the making decision to purchase and 5) the post-purchase behaviors.

Keyword; Promotion mix factors, selection decision making factors, five-star hotels

INTRODUCTION

The tourism industries obtained the attraction business and generated substantial income to countries with respect to other businesses. Thailand was the popular from the tourists on the top of ASEAN countries due to the various tourism resources, the superior cultures, the locally archaeological sites, distinguished cultural identity of the locality and all the year touring weather also. The ranking results of 132 popular tourism cities determined on the number of tourists, accommodation including foreign expense, that recognized the city was Bangkok, who was on 2nd of the world ranking and 1st of the Asia ranking. The consumer decision making represented the studying of the individual, group, organization and their process of selection, preserve and eliminate the things such as products, services, experience or ideas that response their needs and the impacts of processes to consumers and societies. The consumer decision making combined the psychology, societies, sociology and economics that understood the buyer decision making processes both individuals and groups, consumer behavior, specific characteristics of individual consumers, such as demographic characteristics and behavioral variables for the understanding the needs of the people, consumer behavior in general and also assess the influencing of consumers in groups, such as

family, friends, reference groups, and society. The decision making processes represented the fundamental of buying behavior that represented three different roles; users, payers and buyers. The research found the consumer behavior was difficult to forecast. (Jersilp, 2018; Mekhum, 2016; Girdwichai, Sriviboon, Wongleedee, 2018)

The consumer decision making influenced the success of businesses. Therefore, the study of consumer behavior enabled the implementation of marketing strategies that created the consumer satisfaction and the ability to illustrate for solutions in buying decision making behavior of consumers in the society. The marketers enabled the promotion mix to contribute in buyer decision making that comprised of the advertising, personal selling, sales promotion, publicity and public relations, direct marketing and events. The spread of the sharing economy such as Airbnb that affected the overview of hotel businesses in general especially in Bangkok and the prime regional provinces, the low impact occurred with the five-star hotels only because of the difference of targeted groups. The investors could continually construct in five-star hotels in Bangkok, Phuket and Pattaya. (Delcea, et al 2019; Chaisaengduean, 2019; Chaudhary, M. (2000)

Objectives

1. To study the promotion mix and the decision making on five-star hotels selection in Bangkok.
2. To study the relationship between the promotion mix and the decision making on five-star hotels in Bangkok.

LITERATURE REVIEWS

The consumer purchasing processes were based on the consumers' behavior, sometime the consumer thinking and acting remained not the similar things, therefore, the analysis of consumer decision-making processes started to begin, the steps of purchasing on products or services selection were the consumer decision making processes as the following steps; 1) the problem recognition 2) the information searching 3) the alternative evaluation 4) the making decision to purchase and 5) the post-purchase behaviors. (Kaewsamor, 2008; Kotler & Armstrong, (2014) The marketing promotion represented to communicate the product information between buyers and sellers to promote the attitudes and purchasing behavior. Communication may be managed with personal selling by sales personnel or non-personal selling by the media as a communication tool that could be divided into six categories as follows: 1) the advertising 2) the personal selling 3) the sales promotion 4) the publicity and public relations 5) the direct marketing and 6) the events, all of six categories affected the decision to select five-star hotels services. (Kaewsamor, 2008; Kotler & Armstrong, (2014) The advertising represented the forms of organizational communications through the media on the products, services or ideas with the identified sponsors.

The sales promotion represented the motivation on the special product value to customers, the distributors, the retailers for the increasing in sales. The definition meant the sales promotion that 1) provided the other incentive such as coupons, bonus 2) the

acceleration tools for stimulus in amount of sales and immediately decision making 3) focused on three groups of the customer promotion on the ultimate customers with pull strategies, the trade promotion that focused on the middleman, distributors, dealers with push strategies and the sale-force promotion that contributed the salesmen to attempt their efforts with push strategies. (Kaewsamor, 2008; Kotler & Armstrong, 2014; Kotler & Keller2016).

The personal selling represented the corporate representative meeting with prospected purpose. The selling process represented the continual seven steps of following; the prospecting meant the filing of the prospected personal information; the pre-approach meant the gathering of selected prospects, the approach meant the effort to make an appointment for caring, interesting and sale approaches, the products presentation and demonstration for persuading with a presentation and selling, the selling dispute meant the response of customer reaction, the closing meant the techniques of order acquirement in the appropriated time, the follow-up meant the customer satisfaction guarantee including the revisiting. The direct marketing represented the marketing that directly focused on the customers through a media that accessed the consumers and target group with customer feedback and database. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat 2016)

The characteristics of direct marketing represented the interactive system with two-way communication of marketers and target customers, the response opportunities, anywhere activities, measurable feedback, one-to-one marketing, placing on the precision target, invisible strategies for the competitors. The elements of direct marketing comprised of the customer database via database marketing that represented the process of data storage and usage for communication and transaction. The customer database systematically gathered on the customer and current target that accessed and provided on marketing activities and customer relationship, the customer database contained the customer details, products categories on volume and price and current contracts. The media represented the direct mail, fax on demand, e-mail, telephone, television, radio, newspaper, magazines, catalog, mobile application and the billboard. The events represented the proactive push strategies on the marketing activities through events or the exhibition in festivals, the success of marketing events depended on the specified activities, the obvious brand communication, the public relations, types of activity, target and prospect group. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat 2016; Delcea et al, 2019)

Conceptual framework

Literatures reviewing contributed the conceptual framework as bellow.

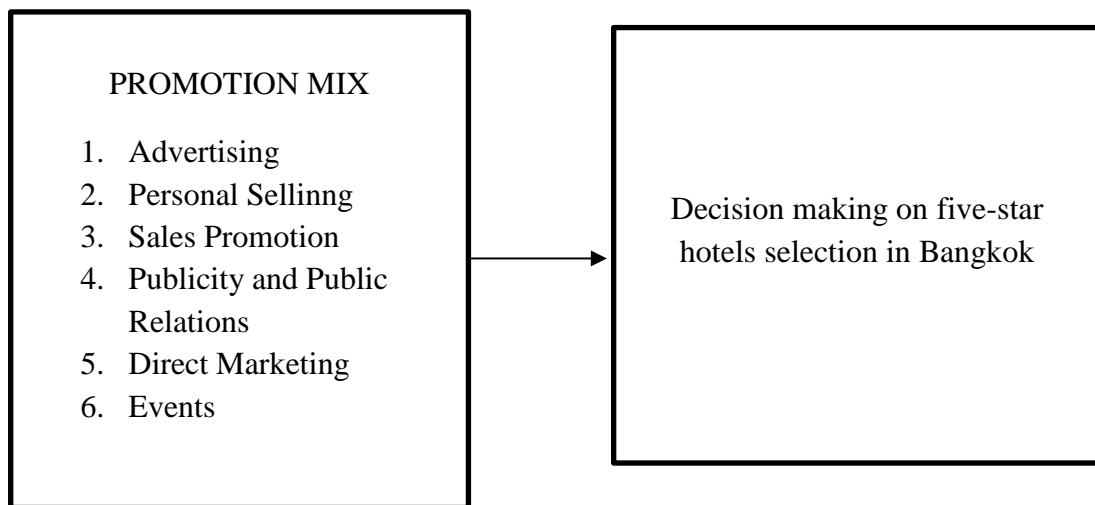


Figure 1. Conceptual framework

METHODOLOGY

This research represented the quantitative approach. The population was the tourists who accommodate in five-star hotels in Bangkok. Because of the unknown number of population, the 384 sample sizes of tourists were determined from the unknown number of population by W.G. Cochran formula with the 95 percent of confidence and the 5 percent of error, allocated in the portion of samples by the portion of the number of five-star hotels in Bangkok. The research instrument represented the questionnaire and collecting data from the samples who accommodated in the selected hotels. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the correlation coefficient.

RESULTS

The results of the analysis between the promotion mix and the decision making on five-star hotels selection in Bangkok indicated that the promotion mix that comprised of six categories; the advertising, the personal selling, the sales promotion, the publicity and public relation, the direct marketing and the events, six categories of the promotion mix were related to the decision making on five-star hotels selection.

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