

MARKETING MIX RELATED WITH DECISION MAKING ON FOUR-STAR HOTELS SELECTION IN PATTAYA

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ABSTRACT

The research objectives represented with 1) to study the marketing mix and the decision making on four-star hotels selection in Pattaya 2) to examine the relationship between the marketing mix and the decision making on four-star hotels selection in Pattaya. This research represented the quantitative approach on the 384 tourists who accommodate in four-star hotels in Pattaya. The research instrument represented the questionnaire and data collecting form the samples that accommodated in the selected 4 -star hotels. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the correlation coefficient. The research finding found that the marketing mix exactly related with the decision making on the four-star hotels selection, the crucial marketing mix factors represented on product, price, place, promotion, people, process and physical evidence which contributed the decision making in selection of customers.

Keyword: Marketing mix, four-star hotels, decision making

INTRODUCTION

Pattaya was a city that represented having many sand, wind, sunny and night entertainment that this city was a part of Choburi province and located far from Suvarnabhumi Airports 90 minutes on road. Of course, this city was perfect for relaxation with the friendliness of the local people that contributed this city had the readiness to serve many leading business events.

Pattaya represented a city that named of “the city of MICE ” with the various level of the accommodation, the meeting place, the convention place and the incentive travelling including 3 convenient exhibition centers that could be adjusted as customization, at the same time, it was also designed with consideration to the cultural identity of Thailand. The award-winning facilitated the opportunities that never end in organizing creative activities and Thai service. This was some of the reasons that organizers preferred with Pattaya to remain the leading destination for business and tourism for pleasure and organizing the successful of well and remembered business events. (Jersilp, 2018)

Objectives

1. To study the marketing mix and the decision making on four-star hotels selection in Pattaya

2. To study the relationship between the marketing mix and the decision making on four-star hotels selection in Pattaya.

LITERATURE REVIEWS

Even the Thai hotel businesses would continually grow, but the overall of the competition of entrepreneurs was still crucial, both of competing in the three-star hotels segment down to compete for a significant number of middle-class tourists. Including competition in the four-star hotels segment that started to increase the number of players from the hotels construction of the real-estate developers. This situation resulted in the large hotel business operators mitigated risks by increasing the proportion of revenue from hotel management, the hotel businesses should still be benefited from the expanding tourism sector in 2018. While entrepreneurs were still competing crucially, which resulted of an increasing in the number of hotels and rooms, other types of accommodation including online channels comparison, that resulted in competition with each other hotels with promotions. The strategy of medium and small hotel businesses in 2018 should focus on revenue and cost management. (Kaewsamor, 2008; Kotler & Armstrong, 2014; Kotler & Keller2016).

The major objectives of every organization represented the survival and growth among the crucial competitions. The entrepreneurs had to prioritize the marketing mix, but the marketing strategies especially the classical marketing mix was inadequate for the effectiveness of competitiveness strategies. The adding of other marketing mix became to the marketing mix 7P's that represented the significant factors that all organization prioritized to perform the business on the intense competition and the entrepreneurs could not ignore the marketing activities that according to the service recipient needs. The marketing mix comprised with the product, price, place, promotion, people, process and physical evidence that would provide a stimulus or marketing stimulus that affects the products and services purchasing processes. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat 2016) The analysis on businesses for products recognizing, customer and organizational competencies were the crucial things for executives. The service marketing enabled the theory of 7P's that developed from 4P's, the components of 7P's represented with product, people, physical evidence, process, place, price and promotion as the details of following 1) product, the hotel business developers had to determine the level of hotel standard one-star to five-star hotel, some hotels could be distinctive from others five-star hotels that depended on the materials, equipment and hotel amenities 2) place or distribution channel which comprised 3) online travel agencies such as agoda.com, hotelthailand.com 4) travel agencies 3) hotel online reservation 4) hotel sales force 5) walk-in guests; that depended on the customer's choice. At the present time, a tourists behavioral trend occurred with the online-travel agencies 6) price represented the marketing problems due to the customers could search and prepare the price between the online-travel agencies and travel agencies. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat 2016; Delcea et al, 2019; Girdwichai, Sriviboon & Wongleedee 2018; Jersilp, 2018)

The hotels who provided the lowest cost of online booking but the price was determined the higher or nearly with online agencies. The hotel businesses faced the seasonal

booking and the difference of size and types, payment condition such as advanced payment and corporate contracts that made the pricing be complexity, promotion, the hotel businesses turned to promote the marketing through the social media, web-communication marketing and viral marketing, the hotel members including room packages and restaurant, tourism magazines, direct mails of credit cards member and the claim of privilege, physical evidence made the tangible things that was a hotel marketing factor. The tangible evidence converted the services or the advertisement statements to be tangible such as the larger size, the higher ceiling, views and the brand of equipment that shown the level of hotel luxury, process that made itself to be a marketing tool and contribute the difference such as U-hotel in Chiangmai who offered the breakfast in anytime instead of before 10 a.m. and booked the meal in advance with specified time and room service, people was the crucial core of hotel businesses, the more luxury hotel, the more expectation of customers. The proportion of the number of staff on the number of rooms was 0.5 to 1.0 that caused the cost of the five-star hotel staff was higher than the other lower-star hotels. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat 2016; Jersilp, 2018)

Conceptual framework

Literatures reviewing contributed the conceptual framework as bellow.

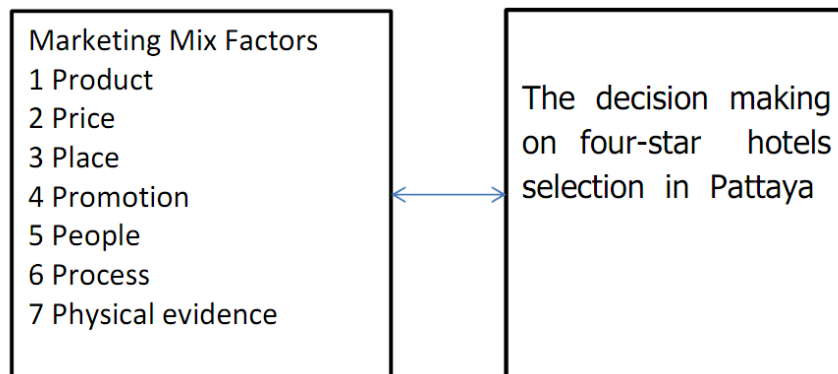


Figure 1 **Conceptual framework**

METHODOLOGY

This research represented the quantitative approach. The population was the tourists who accommodate in four-star hotels in Pattaya. Because of the unknown population, the 384 sample sizes of tourists were determined from the unknown of 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 four-star hotels in Pattaya. The research instrument represented the questionnaire and data collecting form 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 marketing mix and the decision making on four-star hotels selection in Pattaya indicated that the marketing mix that comprised of seven categories; the product, the price, the place, the promotion, the people, the process and the physical evidence, seven categories of the marketing mix were related to the decision making on four-star hotels selection in Pattaya.

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