

The impact of service marketing mix factors, service convenience, and brand trust on the repurchase decision of stationery and office supplies from Officemate by consumers in Bangkok and metropolitan areas

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Abstract

The stationery and office supplies retail sector in Thailand faces intense competition as consumers increasingly emphasize convenience, reliability, and trustworthiness in service providers. Understanding the factors that influence repurchase decisions is therefore essential for sustaining long-term customer relationships. This study aimed (1) to examine the effects of service marketing mix factors, service convenience, and brand trust on consumers' repurchase decisions for stationery and office supplies from OfficeMate, and (2) to identify the factor with the greatest influence. A quantitative research approach was employed using a structured questionnaire administered to 420 consumers in Bangkok and the metropolitan area who had previously purchased products from OfficeMate. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicated that service marketing mix factors, service convenience, and brand trust all had statistically significant positive effects on repurchase decisions ($p < .01$). The proposed model explained 63.6% of the variance in repurchase decision. Among the examined factors, brand trust exerted the strongest influence, followed by service convenience, while service marketing mix factors had the least impact. The findings highlight the importance of strengthening brand trust and enhancing service convenience in both physical and online channels to encourage repeat purchasing behavior. These insights provide practical implications for retail managers in developing effective service and branding strategies to sustain competitiveness and long-term growth in the stationery and office supplies market.

Keywords: Service Marketing Mix Factors, Service Convenience, Brand Trust, Repurchase Decision

Introduction

Stationery and office supplies are necessary for education, offices, and daily work. Even with the digital transformation reducing paper use and physical documentation, many products remain essential. The global stationery and office supplies market was valued at 225.63 billion USD in 2020 and is expected to grow at a 5.2 percent annual rate from 2021 to 2026 (Mordor



Intelligence, 2020). In Thailand, the market increased from 13.9 billion baht in 2016 to 16.1 billion baht in 2021 (Post Today, 2017). Although Euromonitor projected a decline between 2021 and 2024, it is expected to recover to about 14 billion baht in 2025 (Writing in Thai, 2024). These figures show that stationery continues to hold importance despite the shift toward digital tools.

Thailand's economy was affected by COVID-19 with declining GDP and retail sales in 2020 and 2021. Yet demand for stationery remained stable as students and workers still required physical tools for studying and documentation. Tablets and other devices have grown in popularity, but they have not replaced writing materials completely. According to Fact.MR (2021), the global stationery market reached over 804 billion baht in 2021 and is projected to exceed one trillion baht by 2031. This shows that consumers continue to value tangible products that support learning and creativity.

In the Thai stationery and office supply market, competition is intense. The introduction of imported products under trade liberalization has incentivized domestic producers to enhance the quality, usability, and design of their products (Customs Department, 2023). OfficeMate is one of the industry's largest retailers. It provides a variety of purchasing options, such as physical stores, catalogs, and websites, both online and offline. Additionally, the organization offers 24-hour delivery without any additional charges to improve the customer experience (Napasorn Kochasan, 2004). OfficeMate preserves customer satisfaction and encourages repeat purchases through ongoing enhancements in service management (Thanaruck Phuengthammasakul, 2015).

Marketing strategy plays a major role in ensuring business success. The service marketing mix, or 7Ps, Product, Price, Place, Promotion, People, Process and Physical Evidence helps businesses meet customer needs and stay competitive (Badi, 2015). Service convenience is equally important because it affects satisfaction and loyalty. Berry, Seiders, and Grewal (2002) describe five types of convenience: decision, access, transaction, benefit, and post-benefit. Providing fast and easy service builds positive attitudes and long-term relationships. Brand trust also influences repurchase behavior. Reliability, transparency, and social responsibility strengthen customer confidence and loyalty (Iglesias et al., 2019; Zhang et al., 2020; Kim & Ko, 2019; Keller, 2020).

This study, The Impact of Service Marketing Mix Factors, Service Convenience, and Brand Trust on the Repurchase Decision of Stationery and Office Supplies from OfficeMate by Consumers in Bangkok and Metropolitan Areas, investigates how these variables affect consumer behavior. The objectives are to examine the effects of service marketing mix, service convenience, and brand trust on repurchase decisions and to identify the factor with the greatest influence. The findings are expected to provide insights for improving marketing and service strategies that increase customer satisfaction and promote sustainable growth for OfficeMate and the wider stationery industry in Thailand.



Research of Objective

1. To study the effects of service marketing mix factors on the repurchase decision of stationery and office supplies from OfficeMate by consumers in Bangkok and the metropolitan area.
2. To examine the effects of service convenience on the repurchase decisions of stationery and office supplies from OfficeMate by consumers in Bangkok and the metropolitan area.
3. To analyze the effects of brand trust on the repurchase decision of stationery and office supplies from OfficeMate by consumers in Bangkok and the metropolitan area.

Research Methodology

Research Design

Utilizing a survey methodology, this study implemented a quantitative research design. The aim was to investigate the impact of service convenience, service marketing mix factors, and brand trust on the decision to repurchase stationery and office supplies from OfficeMate stores in Bangkok and the metropolitan area. Questionnaires were disseminated to consumers who had purchased products from OfficeMate to gather data.

Population and Sample

The population in this study consisted of consumers in Bangkok and the metropolitan area who purchased stationery and office supplies from OfficeMate. Since the total population size was unknown, the sample size was determined following the criteria of Hair et al. (2017), suggesting that Partial Least Squares Structural Equation Modeling (PLS-SEM) requires 5-20 times the number of observed variables. With 21 observed variables, a total of 420 respondents were selected using purposive sampling. Questionnaires were distributed to consumers aged 18 and above who had purchased stationery products from OfficeMate stores.

Research Instrument

A questionnaire was used in this study to collect quantitative data from consumers. Three experts used the Index of Item Objective Congruence (IOC) to verify the content validity of the questionnaire, which was devised based on literature reviews and pertinent theories. Five sections comprised the questionnaire:

Part 1: General information of respondents, including gender, age, education, income, marital status, and occupation.

Part 2: Factors of the service marketing mix influencing repurchase decisions.

Part 3: Service convenience affecting purchasing behavior.

Part 4: Brand trust influencing customer confidence and loyalty.

Part 5: Repurchase decision for stationery and office supplies from OfficeMate.

A 5-point Likert scale was employed to evaluate all items, with a range of 1 (strongly disagree) to 5 (strongly concur).





Research Results

Table 1 Demographic Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Male	144	34.28
Female	259	61.67
LGBTQ+	17	4.05
Total	420	100.00

According to Table 1, the majority of respondents were female (61.67%), followed by male (34.28%) and LGBTQ+ (4.05%). This shows that most of the participants identifying as female represented the largest proportion of the sample, while male and LGBTQ+ respondents accounted for smaller groups within the total of 420 participants.

Table 2 Mean, Standard Deviation, and Level of Opinion on Repurchase Decision Toward OfficeMate Stationery Products

Repurchase Decision Factors	Mean	SD	Level of Opinion
Perceived Product Quality	4.22	0.69	Very High
Brand Attachment	4.09	0.69	High
Perceived Brand Value	4.15	0.71	High
Brand Loyalty	4.12	0.72	High
Future Purchase Intention	4.12	0.61	High
Overall	4.14	0.61	High

Table 2 revealed that the respondents had a high overall level of opinion regarding their repurchase decision of stationery products from OfficeMate, with an average score of 4.14 and a standard deviation of 0.61 ($\bar{X} = 4.14$, S.D. = 0.61). The majority of opinions were expressed at a high level when each item was examined. Perceived product quality ($\bar{X} = 4.22$, S.D. = 0.69) was the most significant aspect, followed by perceived brand value ($\bar{X} = 4.15$, S.D. = 0.71) and brand loyalty ($\bar{X} = 4.12$, S.D. = 0.72). Brand attachment yielded the lowest mean score ($\bar{X} = 4.09$, S.D. = 0.69).



Table 3 Construct Validity and Reliability of Variables

Latent Variables / Indicators	Loading	AVE	Dijkstra-Henseler's ρ_A	Jöreskog's ρ_c	Cronbach's α
Marketing Mix Experience		0.641	0.910	0.926	0.907
Product Dimension	0.797				
Price Dimension	0.740				
Place Dimension	0.794				
Promotion Dimension	0.803				
People Dimension	0.831				
Process Dimension	0.810				
Physical Evidence Dimension	0.827				
Service Convenience		0.688	0.891	0.917	0.887
Convenience in Decision-Making	0.839				
Convenience in Access	0.791				
Convenience in Receiving Service	0.830				
Convenience in Transactions	0.844				
Convenience in After-Sales Benefit	0.842				
Brand Trust		0.743	0.889	0.921	0.885
Brand Reliability	0.878				
Brand Intention	0.813				
Brand Integrity	0.881				
Brand Confidence	0.875				
Repurchase Decision		0.725	0.909	0.929	0.905
Perceived Quality	0.875				
Brand Attachment	0.830				



Latent Variables / Indicators	Loading	AVE	Dijkstra-Henseler's ρ_A	Jöreskog's ρ_C	Cronbach's α
Perceived Value	0.850				
Brand Loyalty	0.854				
Future Purchase Intention	0.849				

Table 3 indicates that all observed variables exhibited standardized factor loadings greater than 0.70, with values ranging from 0.740 to 0.881. This suggests that the constructs are highly valid. The acceptable threshold of 0.50 was surpassed by the Average Variance Extracted (AVE) values, which ranged from 0.641 to 0.743. The internal consistency of the study was confirmed by Dijkstra-Henseler's rho (ρ_A) values ranging from 0.889 to 0.910, Jöreskog's rho (ρ_C) values ranging from 0.917 to 0.929, and Cronbach's alpha (α) values ranging from 0.885 to 0.907. These results confirm that all constructs, marketing mix experience, service convenience, brand trust, and repurchase decision, exhibit high reliability and convergent validity, making them appropriate for structural model analysis.

Discussion of Research Results

The study's findings revealed that the factors of brand trust, service convenience, and the service marketing mix substantially influenced consumers' repeat purchase decisions for stationery and office supplies at OfficeMate in Bangkok and the metropolitan area. The average score of 4.1 ($\bar{X} = 4.1$, S.D. = 0.31) indicated a high level of repurchase decision. The service marketing mix ($\bar{X} = 4.0$), service convenience ($\bar{X} = 4.2$), and brand trust ($\bar{X} = 4.4$) were the factors with the highest mean scores. These findings suggest that consumers were extremely satisfied with the OfficeMate brand's credibility and dependability, and they valued the brand's expeditious service operations and ease of access. Kinari et al. (2019) confirmed that consumers' repurchase intention is substantially influenced by brand trust, as evidenced by perceived reliability and satisfaction. This finding is consistent with their research. In the same vein, Islam et al. (2024) discovered that customer satisfaction and loyalty in retail businesses are significantly influenced by the performance and service interactions of employees. The findings regarding service convenience are also in accordance with Parasuraman et al. (2015), who asserted that the consumer experience in omnichannel environments is significantly influenced by accessibility, responsiveness, and convenience. This is consistent with the context of OfficeMate, where consumer confidence and convenience are cultivated through the use of reliable service channels and efficient processes. Furthermore, the findings of Lim et al. (2016) and Qibtiyah et al. (2021) are corroborated by the role of the service marketing mix, which emphasizes that effective service personnel, attractive store design, and well-managed processes influence positive perceptions and repeat behavior. In the retail stationery sector,



customer satisfaction and long-term loyalty are sustained by the collaborative efforts of convenience and trust, as evidenced by these findings. Consequently, this investigation substantiates the notion that the retail stationery market's competitiveness is fortified and customer retention is effectively promoted by a trustworthy and robust brand image, along with well-integrated marketing strategies and exceptional service convenience.

Suggestions

1. To enhance the effectiveness of service processes that influence repeat purchase decisions, future research should investigate the service experience of consumers in-store and online.
2. Additional research should examine the feasibility and design of online systems that are user-friendly, efficient, and capable of incorporating artificial intelligence (AI) to suggest products that are most compatible with consumer preferences.
3. To comprehend the influence of social and environmental factors on repeat purchase decisions, future research should examine factors such as corporate social responsibility (CSR) and consumer attitudes toward environmentally responsible products.
4. A mixed-method approach that integrates quantitative and qualitative data, such as in-depth interviews, should be implemented to acquire more profound insights into the formation of brand loyalty and consumer satisfaction.
5. To identify distinctions in customer behavior, marketing strategies, and service efficiency that influence long-term customer retention, comparative studies should be conducted between OfficeMate and other retail brands.

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