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Objective

As mentioned above the aim of this journal is to provide a platform and a means for disseminating and exchanging of knowledge and experience pertaining to academic advancement and research findings which may be beneficial for academy and society as a whole.

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Message from the President

Greetings!

It is our great honor and pleasure to introduce you to our Vol.2 No.1 of UBRU International Journal issued for January to April 2022 both online and in hard copies. It is our academic platform for sharing and exchanging academic works among academicians and researchers regionally and internationally. Once again, I wish to extend my best wishes and gratitude to our academic friends and researchers who have kindly cooperated and contributed in making our first issue possible and valuable for educational development and advancement. Though the COVID-19 pandemic is still with us, we continue to carry out our mission as a higher education institution, producing quality graduates, doing researches, providing technical know-how to the community, promoting and conserving cultural heritage, and so on. Besides we also promote our students and graduates to maintain physical fitness and good health. For your information, may I take this opportunity to inform our dear readers that UBRU is going to host ASEAN University Sports Festival this coming end of July till beginning of August 2022 in Ubon Ratchthani, Thailand. During this special occasion, there will be approximately two thousands participants from ASEAN universities coming to join the event. Therefore, we pleased to welcome you all to visit our campus and city during this special time of the year.

Once again, we would like to express our sincere appreciation and gratitude to those who are involved for their cooperation and contribution to this journal. It is hoped that you find this journal useful and helpful.



Assoc. Prof. Thamarak La-ongnual
Acting President, UbonRatchathni Rajabhat University

EDITORIAL

Dear Valued Readers:

As the editor of UBRU INTERNATIONAL JOURNAL, may I take this opportunity to keep you informed that this is journal Vol.2 No.1. I wish to express my thanks and gratitude to those who have contributed to our previous issues of the journal. Your kind contribution has made our journal possible and valuable for academic cooperation and development. May I further inform you that this issue is for January – April 2022. Its focus is still on humanities and social sciences aiming at disseminating knowledge and sciences through online and a hard-copy journal.

On behalf of the editorial board, I would like to express my heart-felt gratitude to every author of each article for their contribution and to every reviewer for their kind assistance and suggestions for making this journal reliable and valuable. I also wish to express my gratitude to university administrators for their encouragement and financial support. On this occasion, I would like to invite our readers and interested persons to continue supporting us by sending academic articles or studies for publishing in our journal. Please contact us from ThaiJo system at <https://so04.tci-thaijo.org/index.php/ubruij> and website <http://www.bba.ubru.ac.th/ubruij/>.

It is highly hoped that you find this journal useful for your personal or institutional advantages.



Asst. Prof. Dr. Pimook Somchob

Editor

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Factors on Marketing Mix from the Point of View of Consumers (4c's) that Affect the Decision to Order Food by Delivery Application during Covid-19 of the Generation X Consumers in Chonburi

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Abstract

The purposes of this study were to investigate the factors on marketing mix (4C's) that affected decision making to order food by delivery application during the COVID-19 pandemic of Generation X consumers in Chonburi. The data of the study were collected through a questionnaire from 420 Generation X samples. The statistical procedures for data analysis included frequency, percentage, standard deviation, and multiple linear regression.

It was found that the factors on consumers' convenience affected the decision to use the delivery application during the COVID-19 situation of Generation X consumers in Chonburi the most, followed by consumers' communication, consumers' wants and needs, and consumers' cost to satisfy, respectively. The service users with different monthly incomes had different decision to order food by delivery application, and needed convenience factors that affected using the delivery application the most.

That is delivery application could be easily installed and used on a smart phone or a tablet. The delivery application could also help save the time accessing the store with a quick and safe service, enabling service users to have impression and confidence to make decision to use the delivery application.

Keywords: Factors on Marketing Mix (4C's), Decision to Use Delivery Application, Generation X Consumers, Consumers in Chonburi

Introduction

Currently the world has increasingly changed to a digital era by connecting to one another through the internet. Particularly in the year 2020 the whole world, including Thailand spend their life in the situation under COVID-19 pandemic. Therefore, the internet is a key factor that makes everyone adjust himself and change his daily life under New Normal, whether it be Work from Home, Online e-Learning, Online e-Commerce as well as Online Food Delivery (Phuttipong Punnakan, 2021). As of now, approximately 50.1 millions out of 66.5 million Thai people use the Internet. (Office of the National Broadcasting and Telecommunications Commission, 2020). Food ordering application has taken part in technological changes as it is called “Digital Disruption”. Food delivery competition during 2020 – 2021 has a higher growth rate. As in the year 2020, the food delivery to be consumed at home has a growth rate of 66-68 millions or 66-68 million baht or 78-84% higher than the previous year (Kasikorn Thai Research Center, 2020). The food delivery by application is highly popular since it immediately meets the consumers’ wants and needs because the consumers need convenience, rapidity, and time safety. The food delivery applications available at present are LINEMAN, Grab, Honestbee, AOW, GET, Lalamove and Food Panda (Thanyluck Petchpradapsuk, 2020).

With reference to the data of the Office for the Development of Electronic Transaction (2020), it was found that the group of Generation Y prefer to order food online 40.2%, followed by Generation Z 30.0%, Baby Boomer 28.6 % and last Generation X 26.9 % respectively. The average number is 33.96% but Generation X is the group having much expenses compared to other Generations. Based on the expenses paid for the food each time, it was found that Generation X has mostly spent 501-1,000 baht. However, it was found that more than 54% of each brand has overlooked an opportunity to deal business with this group. Sean Mahoney, Vice Chairperson of a Digital Studio has stated that this Generation has strength and power of payment and that they are entering the middle age and the highest point of their career, as well as having power in making decision. This is an opportunity for marketers to make them as the main target group that have interest in product innovations and services (Office for the Management and Development of Body of Knowledge, 2019).

The world of competition on marketing in the digital era has developed and changed by adjusting a point of view from 4P’s to a 4C’s marketing through customers’ point of view started in 1990 by the idea of Lauterborn (1990) who has presented the old 4P’s to be a new form marketing mix with focus on the customer called 4C’s. Therefore, marketers have to turn to use the 4C’s strategy in specifying marketing mix for the brand or organization to be in the mind of consumers by doing business in a customer-centric way which emphasizes the customers as the center, getting to know and understand the consumers’ feelings rather than emphasizing sales and services, or presenting what an organization wants from the market only (Kotler & Keller, 2022).

Based on the literature review of the studies on marketing mix, quality of services and attitudes of the consumers who use food order application that affect decision making (Adilack Pumim, 2021), it was found that the studies had unlimited population and had no in-depth investigation on different Generations. Thus, the researcher is interested in investigating the marketing mix in the point of view of consumers (4C’s) that affect decision making to use food order by delivery applications of Generation X since they spend much money when compared with other Generations in each order while other Generations has the least spending rate (Office for the Development of Electronic Transaction, 2020). Another point is that the COVID-19 pandemic has affected the way the consumers spend their way of life to follow the New Normal

which is far different from their regular styles. Therefore, the researcher wishes to study the factors which affect decision making to order food through delivery application during the COVID-19 pandemic of Generation X in Chonburi for the benefits of food entrepreneurs to know the consumers' behaviors and adjust their business strategies accordingly.

Objective

To investigate the marketing mix in consumers' point of view (4C's) that creates decision making to use food delivery application service during COVID-19 pandemic of the Generation X consumer group in Chonburi.

Literature Review

Literature Review on Marketing Mix Factors (4C's)

Marketing mix factors refer marketing tools for planning strategy in order to achieve business goals, so that consumers will receive responses in terms of satisfaction, which are divided into four groups, namely: Product, Price, Place, and Promotion (Kotler & Keller, 2022) or 4P's marketing mix. Later on, when there was high competition in products, services, and efficiency in production, there were similarities in the products, services and sales. Therefore, an idea of 4C's has been presented by placing significance on consumers in order to communicate with them efficiently since the idea of 4C's takes into consideration how to make the product as part of their daily life. That is, we have to know the consumers' behaviors well, how they spend their life, how they choose to use the product, what their motivation is, what media they can access, as well as what their life style is. Then, the brand name of the product or organization will be instilled into their mind. This is a customer-centric way of doing business, how the customers' feeling should be understood rather than focusing on selling the products or services, or presenting solely what the organization wants from the market (Kotler & Armstrong, 2014). For this reason, the strategy 4C's is a basic strategy and an important factor in running business which emphasizes creating satisfaction directly to customers, including making decision process much easier. Lauterborn (1990) has interpreted marketing mix strategy 4C's as follows: (1) Customer's Wants and Needs, (2) Customer's Cost to Satisfy, (3) Convenience to Buy, and (4) Communication.

Hypothesis 1: The Factor on Wants and Needs Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Customer's Wants and Needs

Consumer's Wants and Needs refer to the wants and needs to obtain the product or service for their satisfaction. When their wants and needs have been met with the benefits from using the product or service and from consuming the product, they have satisfaction. Therefore, entrepreneurs have to listen to the consumers in order to be aware of their wants and needs so that they would be able to provide appropriate responses and help solve their problems (Borden, 1964). In looking into the consumer's wants and needs, the entrepreneurs wish to know what the consumers want to have which can be divided into two kinds: need and expectation (Phisit Pipatpakhun, 2013).

Currently, consumers' behaviors have dramatically changed in their ways of life, health care, forms of work, as well as turning to use delivery application in order to respond to their wants and needs for more convenience (Khongkwan Rodmuan, 2018). Accordingly, these

changes have acquainted them with facilities and conveniences in their life. As a result, they give significance on marketing mix pertaining to the product or service such as variety of food menu which is clean and hygienic that can be ordered by delivery application rapidly, instantly and punctually as to meet the consumer's need (Chanipa Chuay Udom, 2018).

Literature Review on Customer's Cost to Satisfy

The product price is considered the consumer's cost to satisfy which the consumer considers whether the product is worth the cost. If the value of the product is higher than the cost, the customer will make decision to purchase it (Siriwan Seriatana, 2009). However, the 4C's marketing mix factors on the consumer's cost has to be aware of the cause of the consumer's cost that is lost in choosing to purchase each time. This cost is not just the value of the money spent only but also the time the consumer spent or lost before paying or choosing the product such as the travelling expense, the distance, and the time cost, for instance, (Lauterborn, 1990). Therefore, doing something to meet the customers' needs in terms of the customers' cost and the feeling cost is an appropriate price, provision of special promotion, and discounts in order to make the customers coming to use the service feel worthwhile (Pimpang Wirayotin and Thantorn Panyasopon, 2018).

Hypothesis 2: The Factor on Prices Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Customer's Convenience

Customer's Convenience refers to awareness of simplicity and non-complexity when the customer purchasing the product or using the service. Convenience not only saves time and energy but also helps the customer have more time left (Berry, Seiders, & Grewal, 2002). At present the internet is an example of convenience that meet the customer's convenient needs, being a medium that connects people and online store, creating convenience and making variety of choices of products and services for the customers. Yet, it affects customers' decision making behaviors to use the product and service (Lauterborn, 1990) That is a number of factors will have to be taken into consideration such as search convenience, access convenience, and transaction convenience. Hence, convenience in using the service is an important factor that affects the consumer to increasingly use the service through the application since it cut down the waiting time, creating diversity of products and services for the customer. There is also using technology for online payment, a factor creating access convenience and search convenience all of which will bring about satisfaction and also result in decision to use the service.

Hypothesis 3: The Factor on Convenience Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Customer's Communication

Communication refers to a marketing activity that communicates to consumers to create understanding and persuade the consumers to meet the purpose (Suwattana Wongkapan, 1997) because marketing communication normally convinces people to be interested in the product and make decision to purchase as well as creates a positive image in the mind of the consumer (Siriwan Serirat, 2009). Particularly, the current communication system emphasizes a two-way communication, changing from TV print ads and radio becoming online communication on computers and smart phones (Molek, 2015). Online social communication is becoming popular and widely used since it is easy and convenient, and the consumer can get access to it rapidly and it can communicate to the a great number of consumers. Therefore, online media is the

main mean for the consumers for working which can make decision to use the service. Since technology keeps on changing and developing together with the COVID-19 situation, as a consequence, food order through online application is becoming necessary since it is fast and convenient.

Hypothesis 4: The Factor on Communication Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Decision to Use the Service

Decision making is a process in reasoning thinking to choose to do something in order to have a good choice from a number of choices available as to meet our wants and needs (Ladapa Phunkasem. (2007), or reflect to choose between one thing or two and more (Walters, 1987). The components of decision to purchase the product of the consumer consist of five steps, namely: Need Recognition, information search, evaluation, purchase decision, and post-purchase behavior (Orji, 2013). The researcher, therefore, states that when the consumer has more than one choice and above whether to choose or not, the consumer will have a process of decision making. Kotler and Keller (2012) have given five steps of decision making, namely: (1) Want or Need Recognition/Problem Recognition, (2) Information Search, (3) Evaluation of Alternatives, (4) Purchase Decision, and (5) Post Purchase Behavior. After the consumer has purchased the product and service, he will have a certain attitude towards that product or service.

Literature Review on Generation X

Generation X refers to the citizen born during the year 1965 to 1979, or a so called Yuppie who have obstacles living with convenience and prosperity, using technology in their daily life, work, and having decision making behavior each time by studying the information. Therefore, they have difficulty in decision making and also have high loyalty to a brand, thus having difficulty to change their mind to use other brands. This group of consumers view that satisfaction in each purchase does not depend on the product but also emphasize that the service involving decision making is also very important (Patsaranat Ruaytanasombat, 2015). Besides, this group of consumers also have a lot of burden, being the key pillar of the family responsible for the household businesses, and main issues because they have to take care of other people including the parents and children. Therefore, this group of people look for being adolescence and life style in their era, and turn to play more internet (Chatjuta Nokchan. (2012). They also give significance to having strong health without having sickness, having simple and peaceful life, sufficient, including success in love. They also give significance to family relationship a great deal. Apart from this they give significance to health and taking care of themselves, having regular exercises, and have an annual physical checkup for physical fitness, retaining younger look and keeping figures in good shape. When the COVID-19 break out, this group of people view that they have good health so that they have risk in a low rate, and they still want to take good physical care of everyone in the family. Basically, Generation X views that they have successes in various ways, including their work, their studies, and have high confidence in their personal careers compared to every Generation. Under the COVID-19 situation, Generation X has the best self-adjustment among others and also best adjustment to other situations as well. Generation X is the group that has the best self-adjustment because they have passed a lot of situations so that they can adjust themselves well to the environment, knowing how to survive in different circumstances, resulting in giving significance to valuable things and being loyal to the brand. Moreover, they are still in the age with high responsibility since they have to take care of children who are still going to school and taking care of the

elderly parents. Therefore, they are the group that have heavy burden in the family including debts (Admink, 2020). Considering behaviors in ordering food by delivery application of Generation X, they have high power of purchase with an average of 1,000 baht each time; therefore, the food store focusing on this group of customers should emphasize the food quality rather than low-price sales, because Generation X customers wants something which is worthwhile, but money may not be the problem (Office for the Development of Electronic Transaction, 2020).

Literature Review on Food Delivery Application

Application is a platform or operation system developed when 4G era began to be much developed and expanded rapidly. It is a kind of program for information services that helps facilitate various areas of work be it education, communication, business transaction and entertainment and so on which results in the development of telecommunication industry to design mobile phones as well as tablets. In each platform, an application will be developed to suit the needs of users which can be downloaded free of charge and with payment. It is an opportunity for the entrepreneur to foresee a way to develop an application appropriate for his service (Kittisak Pornsittisak, 2020). An application has been installed in the mobile phone, a so called “application mobile” and as a result different applications have been developed for various utilities such as communication, purchasing merchandises, recording health data, including delivery application which is on smart phones for food ordering and delivering food to the destination. The application itself is a business platform which creates an exchange between the purchaser and the seller B2C (Business-to-Consumer) which can create an interaction and an exchange on the platform and the income can be gained in terms of fee from the application user paid to the service provider (Thapongpan Thanyarattakun, 2018).

An example of delivery application is Grab Food, a platform which has collected stores and food stores of all kinds located closed to the consumers, including favourite food stores along the street and those in general shopping malls, all of which can be ordered through Grab Food Application (Raweevan Wiengtah, 2017).

Conceptual Framework

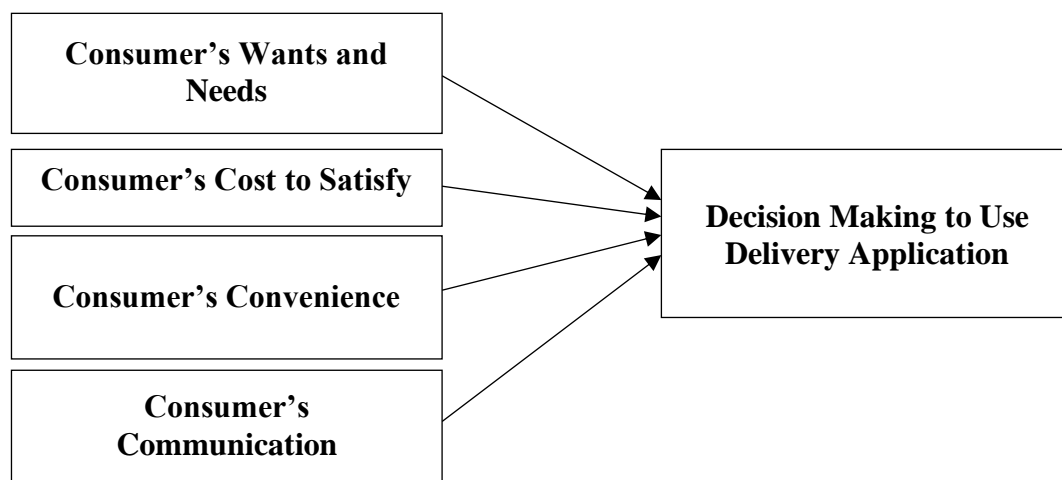


Figure 1: Conceptual Frame Work of the Study

Research Methodology

Population and Samples

The population for this study was 240,896 Generation X people aged 45-57 years old living in Chonburi who were able to get access to delivery application and had high spending power. There they were interesting group for the study.

The samples for the study were Generation X in Chonburi who were consumers using delivery application and working in companies and offices selected through distributing questionnaires since it was possible to approach them. The researcher calculated the sample size using Taro Yamane's formula (Yamane,1973) and obtained the total number of 400 samples, with not more than five % allowed for statistical error. For more accuracy, the sample size was, therefore, set at 420 samples for data collection.

Research Instrument

The instrument for data collection in this study was a closed ended survey questionnaire distributed online by Google. The questionnaire was Likert's five-level rating scale with concise multiple-choice questions with one correct answer consisting of three parts, namely: Part 1 -- general background information about the informant; Part 2 -- information about using food order application through electronic media in the check list form; and Part 3 -- the factors affecting decision making to use food order application through online delivery on electronic media consisting two sections, namely: factors on marketing mix affecting decision making to use the food delivery application service, and decision making in using the food delivery application.

Validity and Reliability

1. The content validity of the questionnaire was examined by three experts in order to check the IOC (Index of Item Objective Congruence) to find the validity, correctness and clarity of the content. If the calculated value is ranging from 0.5 – 1.00, the questionnaire is considered valid and can be used in the study; if it is below 0.5 it is not valid and has to be improved (Surapong Kongsat, 2008).

Based on an evaluation of 34 items of the questionnaire, it was found that the total average was 32.35 and the IOC calculated was 0.95, more than 0.5. Therefore, the questionnaire could be used to collect data for the study.

2. Testing reliability of the questionnaire was examined by Cronbach's alpha coefficient using 30 sets with the sample group in Chonburi. The acceptable value of the reliability was ranging from 0.748 – 0.962 (Sombat Thairueakam, 2008). It was found that the reliability of the questionnaire was 0.962, more than 0.748. Thus, the questionnaire had appropriate reliability.

Data Collection

This study used a questionnaire to make an online survey of Generation X consumer group residing in Chonburi. Thus the questionnaire could be widely spread to survey the factors affecting decision to choose the service on delivery application quickly by Google forms from which the data could be collected from 420 questionnaires within September 2021 prior to data analysis.

Statistical Procedures for Data Analysis

The statistical procedures for data analysis of the factors affecting decision to use delivery application service of Generation X consumers in Chonburi were descriptive statistics including percentage, arithmetic mean, and standard deviation in order to describe or summarize the information regarding the variables of samples, and in the questionnaire. The other statistics, multiple linear regression was used for testing the study hypotheses regarding the factors on decision making and factors on marketing mix (4c's) and the relationship of the independent that affected the dependent variables as hypothesized earlier.

Research Findings

Part 1. General Information about the Informants. Among the total of 420 consumer informants, 240 of them were female (57.1%), and 180 informants were males (42.9%), 203 informants (48.3%) aged from 45-48 years old, 239 of them (56.9%), had an average income of 15,001 - 30,000 baht per month and 158 of them (37.6%) were company employees.

Part 2. Information on Using Delivery Application for Food Order. Of all the informants, 407 of them (96.9%) used delivery food order by electronic media most of whom used mobile phones. They preferred to use these two applications, namely: Grab 168 persons and Lineman 161 persons (38.3%) respectively. Mostly, they the frequency of using the delivery application is one –two times a week, with 262 persons (62.4%) spent 101 – 300 baht per time, 176 persons (41.9%) ordered Thai food while 158 persons (37.6%) ordered fast food respectively.

Part 3. This part presents an analysis of the level of opinions on decision making and factors of marketing mix (4C's) of the consumers who used delivery application service.

Table 1: The results of an analysis of the average and standard deviation of the variances

The Variances Used	\bar{x}	S.D.	Level
Consumer's Wants and Needs	4.1922	0.56321	Highly Agree
Consumer's Cost to Satisfy	4.0660	.075217	Highly Agree
Consumer's Convenience	4.3677	0.66613	Most Agree
Consumer's Communication	4.2385	0.57626	Most Agree
Decision to Use Delivery Application	4.4092	0.62348	Most Agree

Table 1 presents the results of an analysis of the data on level of opinions towards decision making and factors on marketing mix (4C's) of the consumers who used delivery application service. It was found that over all the factors with opinion level at the most level was decision making to use delivery application service with the average at 4.4092, followed by consumer's convenience at 4.3677, consumer's communication at 4.2385 respectively. The factors with level of decision over all at a high level was consumer's wants and needs with the average at 4.1922, and consumer's cost to satisfy at 4.0660 respectively.

Part 4. Testing Hypothesis, an analysis of factors on marketing mix in the consumer's point of view (4C's) that affected decision to use delivery application to order food during the COVID-19 situation of the Generation X consumers in Chonburi using multiple regression analysis.

Table 2: The results of an analysis of multiple linear regression

Variable	Unstandardized Coefficients		Standardized Coefficients	t-test	Sig.
	B	Std. Error	Beta		
1.Consumer's Wants and Needs	0.166	0.051	0.147	3.248	0.001
2. Consumer's Cost to Satisfy	0.126	0.035	0.154	3.622	0.000
3. Consumer's Convenience	0.297	0.053	0.278	5.569	0.000
4. Consumer's Communication	0.385	0.052	0.352	7.419	0.000

Table 2 shows an analysis of coefficient with R Square = 0.679. A multiple linear regression analysis found that the consumer's factors on wants and needs, consumer's cost to satisfy, consumer's convenience, and consumer's communication could be brought to explain the variable relation that affected decision to choose delivery application service to order food during COVID-19 situation of Generation X consumers in Chonburi 67.9 % and the other 32.1 % was resulted from other factors which were not taken into consideration.

A multiple regression analysis using Enter's method on consumer's wants and needs, consumer's cost to satisfy, consumer's convenience, and consumer's communication by considering P-value or significant value at level 0.05 that resulted in the independent variable, it could be predicted that the independent variable would affect the dependent variable. From the analysis, it was found that the factor that affected decision to use delivery application to order food during the COVID-19 situation of Generation X consumers in Chonburi most was consumer's communication (Beta = 0.352, P = 0.000), followed by consumer's convenience (Beta = 0.278, P = 0.000), then consumer's cost to satisfy (Beta = 0.154, P = 0.000), and last consumer's wants and needs (Beta = 0.147, P = 0.001).

Discussion

The study on the factors of marketing mix in the consumer's point of view (4C's) that affected the consumer's decision to choose delivery application to order food of Generation X consumers in Chonburi through an analysis using multiple linear regression, it was found that the four factors affected decision to choose delivery application to order food, namely: consumer's wants and needs, consumer's cost to satisfy, consumer's convenience, and consumer's communication respectively, as the details below.

1.The factors on marketing mix in the consumer's point of view (4C's) on consumer's wants and needs that affected decision to choose the service of food order through delivery application during the COVID-19 situation of Generation X consumers in Chonburi based on an analysis found that Generation X group had adjusted themselves to the situation best, having good adjustment through lots of situations, so that they were able to adapt to the surrounding very well, resulting in their behaviors in ordering food through delivery application with having

the factors on wants and needs that affect their behaviors, that is variety of menu such as Thai food, Japanese food, fast food, and European food. They also like the form of delivery application which is easy to use, meeting their wants and needs, including the fact that the food they order is hygienic. These are the factors that affect their decision to order food using delivery application which is corresponding to a study by Chanipa Chuay Udom, (2018) entitled marketing mix affecting decision to use sea food Panda delivery application service which revealed that the consumers most agreed that variety of menu affected their decision to use delivery application service and met the consumer's needs and it was easily accessible.

2.The factors on marketing mix in consumer's point of view on cost to satisfy affected their decision to choose the service of food order by delivery application during the COVID-19 situation of Generation X consumers in Chonburi based on an analysis found that Generation X group at their working ages had the highest purchasing power, being often order food for the whole family because it is worth the purchase (Office for the Development of Electronic Transaction, 2020). The factor on cost to satisfy of the consumer also affected their behavior since they thought that the prices by the delivery application were appropriate, especially the promotion helped reduce their expenses thus the prices were not too high but worthwhile. Beside they could reduce the regular expenses such as petrol cost for travelling to the store, and saving time without waiting in the line. Therefore, the factor on cost to satisfy affect their decision to use the delivery application which is in line with a study by Waraporn Lauhasampantaporn (2020).

3.The factors on marketing mix in consumer's point of view on (4C's) on convenience affected decision to choose the service of food order through delivery application during the COVID-19 situation of Generation X consumers in Chonburi based on an analysis found that Generation X group had installed the application easily on smart phones or tablets and it is popular in their daily life. It helped save time in getting access to the food store and the service is fast and convenient. They have many channels for business transaction. Thus, this factor affected the consumer to turn to use more food delivery application, and be the factor that affected decision to use delivery application to order food which is consistent with a study of Pimpumpaka Buntapirach, (2017) entitled marketing mix affecting decision to use food delivery service in Bangkok Metropolis which revealed that convenience factor, channel of payment, and image of the store and its partner affected decision to use the application and also affected the decision behavior in using sea food delivery service.

4.The factors on marketing mix in consumer's point of view on (4C's) on consum'r's communication affected decision to choose the service of food order by delivery application during the COVID-19 situation of Generation X consumers in Chonburi because currently there are a number of media and channels for the consumers to choose. The communication that is appropriate and easily accessible and has effect on people in this era is modern online media which is easy to access and the online information is also reliable. In addition, there is a channel to hear or listen to ideas and suggestions in using the service from the consumer. Apart from this, online information is also interesting or in an attractive form that encourages the consumer to be interested in the product and decide to purchase or use the product. This is consistent with a study of Sasinat Saengthongchai, (2017) who conducted a study on marketing mix factors affecting consumers' behaviors of digital native Thai group in choosing application for food order and delivery service in Bangkok Metropolis. This group of consumers use the internet for communication with others by online social network and do their businesses mainly online, thus enabling them to get access and open to receive the various kind of information and ideas a great deal. This skill of using online communication system, therefore, highly influences their behaviors in choosing to use online delivery application to order food.

Suggestions

Suggestions for Application

Based on the study, the findings can be expanded and distributed for further development and for the benefits of the entrepreneur in developing the strategy in order to meet the consumer's wants and needs and make advantages in competing with others as follows:

1. On the consumer's wants and needs, the emphasis should be on variety of food menu for the consumers so that they have more choices to make decision to choose the food by the delivery application as they wish and meet their wants and needs.

2. On the consumer's cost to satisfy, the emphasis should aim at the delivery cost since the consumers give significance on it most, they want the delivery cost to be appropriate when ordering food on delivery application.

3. On the consumer's convenience to buy, the emphasis should aim at being easy to install the delivery application that can be operated on a smart phone the consumers prefer to use in their daily life since the consumers see that the delivery application is easy to install, convenient and the steps of installment are not complicated.

4. On the consumer's communication, the emphasis should aim at an online communication that is up to date, easy to access, the entrepreneur should provide correct and reliable information presented through easily accessible and modern channel, because currently the internet has highly played important role in life and perception of various information, including perception of information on products. The consumers want and need to know about modern products and get access to the information easily.

5. Based on an investigation of the sample group, it was found that the consumers certainly made a decision to purchase by giving significance to the quality of the service provided by the delivery application most. The entrepreneur should place emphasis at the service the consumers are satisfied with and the good quality of the product and the service.

Suggestions for Future Studies

1. A study on the factors on marketing mix in consumer's point of view (4C's) that affect the decision to order food by delivery application during Covid-19 should be conducted with Generation X consumers in other provinces.

2. A study on the factors on marketing mix in consumer's point of view (4C's) that affect the decision to order food by delivery application during Covid-19 should be conducted with other Generation consumers in the same province or other provinces for comparison purposes.

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Factors of Micro Influencers Affecting Purchase Decision of Millennial Consumers via Electronic Word-of-Mouth (e-WOM)

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Abstract

This research aims to study factors of micro influencers that affect purchase decision of Millennial consumers via electronic word-of-mouth (e-WOM). The research objectives were: 1) to investigate the factors of micro influencers that affect purchase decision, namely: expertise, attractiveness, and trustworthiness; 2) to study the impact of e-WOM to purchase decision; and 3) to study the impact of e-WOM in terms of mediator that connects between micro influencers and purchase decision. The sample group was 400 people residing in Thailand and aged between 18-34 years old. The sample size was calculated by Cochran formula. The data were analyzed by SPSS computer program application. The statistics for data analysis were multiple regression analysis with tolerance level less than 0.05 at 95% confidence level and correlation analysis of interstitial variable by Andrew F. Hayes process with two additional paths in analysis. It was found that all factors affected purchase decision of Millennial consumers.

Keywords: Micro Influencers, Millennial Consumers, Electronic Word-of-Mouth (e-WOM), Purchase Decision

Introduction

The COVID-19 pandemic situation has changed consumers' way of life during the in past few years. Lockdown and Work From Home (WFH) policies have been forcing consumers to use electronic equipment for studying and working at their own homes. This caused marketing value of electronic products to increase 2-4 percent. Recent consumers also embrace modern technology and tend to frequently purchase electronic products to fulfill their requirements (Chakkrit Kiratichokechaikul, 2021). This situation has caused most electronic brands to expand their marketing channels via online media as a result in high competition in the market. Consumers always compare and evaluate products to support their purchase decision (Prachachat Business, 2021)

Recent behaviors of consumers living in the Internet era are researching information of products and services before making decision. Its content and presentation come in various forms including articles and videos that have been broadcasting on medias. This information has impacts on consumers' purchase decision and becomes major part in marketing

communication that can entrust consumers. Though brands can directly inform consumers about their products and services, consumers are tending to rely on review from other consumers instead. Because of these behaviors, there are new marketing strategies that depend on influencers. The consumers will research about products and services from influencers or bloggers that are expertise in related topics. There are 4 kinds of influencer marketing based on the number of followers: Mega-Influencer has more than 500,000-1,000,000 followers, Macro-Influencer has 50,000-500,000 followers, Micro-Influencer has 5,000-50,000 followers, and Nano-Influencer has 1,000-5,000 followers (Nittha Harunkasem, 2019). This research focused on micro influencers because of their outstanding and unique characteristics that are crucial for marketing tools (Krungsri PlearnPlearn, 2021). These micro influencers must have expertise in products that they are representing and must encourage and entrust customers to purchase products or services (Kulyada Chaempanyakul, 2021). Electronic Word-of-Mouth (e-WOM) is becoming popular because the customers believe that they could rely on information provided directly from genuine users. Capacity of trust is depending on the reliability of presenter that can lead to decision to purchase products and services (Cheung, Lee, and Rabjohn, 2008). Modern marketing communication and modern customers living in online communication era are relying more on influencers; therefore, businesses should study on how to choose proper micro influencers to suit the customers' requirements and to conduct e-WOM effectively.

Objective

- 1.To investigate the factors of micro influencers that affect purchase decision, namely: Expertise, Attractiveness, and Trustworthiness.
- 2.To study the impact of e-WOM and purchase decision of consumers in electronic products.
- 3.To study the impact of e-WOM in terms of mediator that connects between micro influencers and purchase decision.

Literature Review

Micro Influencers

Influencers on social media are people who earn their trust from social media by conducting contents that become viral on many platforms. Most of followers are teenagers and people in their working ages, who are convinced by sincere presentations from influencers that they can relate. Type of influencers can be divided by many methods, normally by the number of followers as per following: Celebrity, Key Opinion Leaders (KOL), Micro Influencer, Nano Influencer, for example (Nittha Harunkasem, 2020). KOL is similar to micro influencer in terms of expertise. Their presentation has a specific content that can educate viewers. If a brand can acquire KOL that suits its products, a brand can reach its target group preciously (Incwaran, 2020). Micro influencers are people that have 100 -10,000 followers (Boerman, 2020; p.201) and influence on a specific field, beauty blogger for example. Micro influencers tend to earn more trust from customers than macro influencers since the customers perceive more sincere responses from micro influencers (Tashakova, 2016; Tolij, 2018). Micro influencers are ordinary people that review products and services based on their actual use and motivate other people. Most of their followers are friends and acquaintances, so they can honestly review the products and services (Siriwan Sereerat, 1995). Since micro influencers have less followers, a brand can spend small budget on them. And even they can reach a small number of people

compared to the macro influencers, they can create more reliable content and commit more engagement from their followers. If the micro influencers have expertise, attractiveness, and trustworthiness, then consumers will perceive their sincere suggestion. The micro influencers could gain more followers and help promoting products and services for many businesses.

Expertise

Expertise is the way the presenter communicates with verified data such as knowledge, experience, and skill related to the products or advertisement. The representator might not be an expert, but consumers must acknowledge the information that was presented. Data from the expert will create better perception of product quality than data from ordinary people (Hovland, et al. 1953 & Ohanian, 1991). Product information from famous people or influencers can convince more purchase decision from consumers (Aaker & Myers, 1987). Expertise is a key component of successful influencer marketing. Influencers should have decent communication skill compared to other speakers or communicators (Daneshvary & Schwer, 2000). This is consistent with Ohanian (1991) stated that expertise of influencers can entrust consumers. It can be a major factor in purchase decision and valuable attitude toward image of a brand.

Attractiveness

Attractiveness of individual means physical characteristics that desired by social (Dion, Berscheid & Walster, 1972). Attractiveness of famous people is the way customers support products via marketing channels because they feel familiar with those famous people. Normally, a brand will choose good looking presenter (Homer & Kahle, 1985) that can effectively persuade consumers to make purchase decision more than ordinary looking people (Nugraha, 2017). Study of Thipayarat Handee and Praphimphan Limsuwan (2021) showed that attractiveness of influencer impacts purchase decision and interest of customers. Correlation to study of Kulyada Chaempanyakul (2021) showed that the sample group gave priority to attractiveness of influencers but as the least impacting factor.

Trustworthiness

Trustworthiness is a positive behavior that relies on individual or organization act or speech that customers can trust and perceive sincerity (Robbins, 2005). Trustworthiness is a core component of decent relationship that makes customers perceive and recognize positive image of a brand (McKnight, et al., 2002). Study of trust worthiness evaluation contains two 2 aspects as follows:

1. Belief in trustworthiness is what individual expresses one's belief to a person, subject, or situation. It consists of effectiveness, loyalty, and goodwill.
2. Trustworthiness will lead to customers' behavior. The customers who have gained trustworthiness in people or situation would be ready to follow any provided instruction. Rebelo' study (2017) showed that in order to honestly introduce products and services is to be sincere with customers. This can earn the customers' trust and belief. Trustworthiness is also a key factor in influencer marketing.

Purchase Decision

Purchase decision is a process that customers will evaluate products and services in detail, depending on their satisfaction in products and services. The customers will visualize their utilization and satisfaction after purchasing products and services. Using rational decision to obtain the most suitable products and services (Hawkins and Mothersbaugh, 2010).

Kotler (2000) stated about there are five steps of purchase decision as psychological fundamentals as follows:

1. Problem recognition is happening from both internal and external needs via any stimulation. Human needs are usually based on four primary factors.

2. Information search is when consumers recognize their needs and search for the information that can suit them.

3. Evaluation of alternatives is a process that a consumer evaluates choices based on their norms. Their norms can be marketing mix, product quality, etc.

4. Purchase decision is when customers satisfy with a brand and commit the most desired products or services leading to their intention of purchase.

5. Post purchase behavior happens after purchase when customers reach the final step and recognize their level of satisfaction.

A study of Kulyada Chaempanyakul (2021) showed that trustworthiness factor of influencers had positive correlation to e-WOM factor and e-WOM factor had positive correlation to purchase decision factor. Though it may be less effective due to current customers realize that micro influencers are hired from a brand.

Electronic Word-of-Mouth (e-WOM)

E-WOM is the connection in the communication system that consumers are both senders and receivers of exchanging information about products and services. These consumers may or may not know each other (Thomas W. Gruen, Talai Osmonbekov and Andrew J. Czaplewski, 2006). While consumers are utilizing e-WOM, reliability of information is based on sender's trustworthiness that will affect purchase decision of products and services via Internet. E-WOM had evolved from legacy Word-of-Mouth (WOM) since current society has been completely turning to e-commerce world. Most of the consumers can reach the Internet. There is a lot of information broadcast on the Internet making it a convenient and swift channel of communication (Pruden & Vavra, 2004). Many businesses make use of e-WOM potential to commit viral marketing (Arnaud De Bruyn, Gary L. Lilien, 2008). Kulyada Chaempanyakul and Pornphan Prajaknet (2021) conducted a study on "Purchase Decision via Internet e-WOM and Perception of Influencer Trustworthiness" which showed that influencer trustworthiness had positive correlation to Internet e-WOM. The factor that most affected influencer marketing was caring factor since customers can perceive an intention from the influencer while communicating with the consumers, followed by qualification factor and trustworthiness factor respectively. That is e-WOM had a positive correlation to purchase decision.

Hypothesis

H1a: Trustworthiness affects e-WOM of electronic products of Millennials consumers.

H1b: Attractiveness affects e-WOM of electronic products of Millennials consumers.

H1c: Expertise affects e-WOM of electronic products of Millennials consumers.

H2: e-WOM affects purchase decision of electronic products of Millennials consumers.

H3: e-WOM is mediator of correlation between property of micro influencers and purchase decision of electronic products of Millennials consumers.

Conceptual Framework

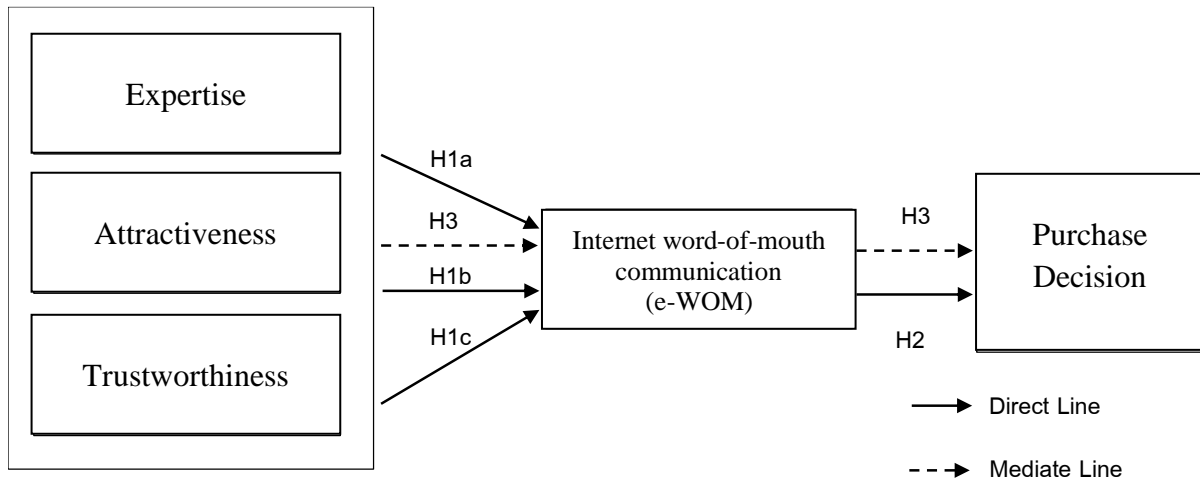


Figure 1: Conceptual Framework

Research Methodology

This research is a quantitative study on Mono Method quantitative collecting data in numbers and statistics, using deduction method under Positivism research paradigm. The researchers used a survey strategy using a questionnaire with close ended questions as a research instrument to collect required information from the sample group within limited time. The collected data were analyzed by SPSS computer application that can effectively evaluate the hypothesis.

Population and sample group

Population is Millennials consumers residing in Thailand, aged 18-34 years old who know and follow Micro Influencers. The sample group was calculated by Cochran formular since the exact population size is unknown. The sample group consisted of 385 people with tolerance level less than 0.05 at 95% confidence level. The researchers had spared 15 sets of the questionnaires, so the total number would be 400 samples to prevent data discrepancy in analyzing the data. The sample group was selected by non-Probability sampling method by Purposive sampling to reduce any bias that may occur. Properties of sample group had been determined before collecting the data to achieve the research's goal.

Research instrument

Questionnaire was conducted according to objectives and conceptual framework by referring to related literature reviews. This research had been tested with 40 people (10 percent of sample group) to evaluate. Using SPSS application which can effectively analyze statistical data for analysis tool.

Data analysis and hypothesis interpretation

Researchers had conducted online questionnaire via Google Form on Facebook and Instagram for 400 people. Data had been analyzed by SPSS. Data consisted of 5 level of Rating Scale, Interval Scale of Likert method, Mean, and Standard Deviation (S.D.). Data had been analyzed by Multiple Regression Analysis to evaluate the correlation between independent variables and dependent variables that affecting structural equation model to test Mediation.

Research Findings

General information of the sample group

This sample group consisted with 64.8 percent female, following by 25.5 percent male and 9.8 percent LGBTQ+, aged between 18-22 years. Their monthly income was less than 10,000 THB. Their education background was Bachelor' degree or equivalence, being occupation was students, and purchasing electronic products 2-3 times per year.

Table 1: Illustrating the characteristics and level of factors of Micro Influencers that affect purchase decision of electronic products via e-WOM of Millennials consumers

Variable	\bar{X}	S.D.	Level of consent
Independent variable			
Expertise	4.043	0.780	High
Attractiveness	4.035	0.857	High
Trustworthiness	4.030	0.821	High
Mediator			
e-WOM	3.975	0.831	High
Dependent variable			
Purchase Decision	3.982	0.837	High

Table 1 shows the mean and S.D. of factors of Micro Influencers that affect purchase decision of electronic products via e-WOM of Millennials consumers. In terms of independent variable, the most important factor was expertise that had mean score at 4.403 and at a high level of consent, followed by attractiveness that had the mean at 4.035 and trustworthiness at 4.030.

Conclusion of Hypothesis

Hypothesis was analyzed using Multiple Regression Analysis. It showed that all three aspects of Micro Influencers affected e-WOM (H1-H3). The e-WOM affected purchase decision of electronic product at statistical significance level 0.005 as per following:

Table 2: Conclusion of Hypothesis

Hypothesis	β	p-value	Conclusion
H1a: Trustworthiness affects e-WOM of electronic products of Millennials consumers.	0.259	0.000	Agreed
H1b: Attractiveness affects e-WOM of electronic products of Millennials consumers.	0.244	0.000	Agreed
H1c: Expertise affects e-WOM of electronic products of Millennials consumers.	0.298	0.000	Agreed
H2: E-WOM affects purchase decision of electronic products of Millennials consumers.	0.743	0.000	Agreed
H3: E-WOM is mediator of correlation between property of micro influencers and purchase decision of electronic products of Millennials consumers.	0.631	0.000	Agreed

*** At statistical significance level 0.005

Table 2 shows that H1c: Expertise affects e-WOM of electronic products of Millennials consumers had the most value, expertise factor of Micro Influencers had potential to e-WOM of electronic products of Millennials consumers with a regression coefficient of 0.298. Following by H1a: Trustworthiness affects e-WOM of electronic products of Millennials consumers, trustworthiness factor of Micro Influencers had potential to e-WOM of electronic products of Millennials consumers with a regression coefficient of 0.259 and H1b: Attractiveness affects e-WOM of electronic products of Millennials consumers had the least value, attractiveness factor had potential to e-WOM of electronic products of Millennials consumers with a regression coefficient of 0.244. In e-WOM aspects, H2 showed that e-WOM affected purchase decision of electronic products of Millennials consumers with a high level of regression coefficient of 0.743. H3 showed that e-WOM was mediator of correlation between property of micro influencers and purchase decision of electronic products of Millennials consumers with a regression coefficient of 0.631.

Table 3: Analysis of Mediation, Indirect and Direct

Hypothesis	Direct β Without mediation	Direct β With mediation	Indirection	t-value	Mediation type of observed
H3: MI \rightarrow e-WOM \rightarrow PD	0.674	0.196	0.435	15.806	Partial

An analysis of mediation that processed by Andrew F. Hayesshowed e-WOM as mediation between properties of Micro Influencers and purchase decision of electronic products showed two directions, namely: 1) direct correlation between properties of Micro Influencers and purchase decision of electronic products, and 2) direct correlation between e-WOM and purchase decision of electronic products.

Conclusion and Discussion

Properties of Micro Influencers

Expertise

Expertise of Micro Influencers is the most important factor affecting purchase decision via e-WOM of Millennials consumers. Expertise consists of the way the presenter communicate with verified data such as knowledge, experience, and skill that related to the products or advertisement. The presenter might not be an expert, but consumers must acknowledge the information that was presented. Micro Influencers with expertise factor will conduct quality communication that the consumers may rely on and become a major factor of purchase decision of the consumers. This is consistent with a study of Ohanian (1991) which states that expertise of influencers is a major factor that will entrust customers and create better image of a brand.

Trustworthiness

Trustworthiness of Micro Influencers is the second factor that affected purchase decision via e-WOM of Millennials consumers. Trustworthiness consists of a positive behavior relies on individual or organization act or speech that customers can trust and perceive sincerity (Robbins, 2005). It is another major factor affecting purchase decision of the consumers.

Attractiveness

Attractiveness of Micro Influencers is the least factor affecting purchase decision via e-WOM of Millennials consumers. Attractiveness of famous people is the way customers support products via marketing channels because they feel familiar with those famous people. The presenters that are friends or acquaintances of consumers have more potential to persuade the consumers than ordinary people. This is in line with a study of Thipayarat Handee and Praphimphan Limsuwan (2020), which shows that reliability of influencers in terms of attractiveness in physical characteristics can pursue consumers.

Electronic Word-of-Mouth (e-WOM)

E-WOM factor is connected in a communication process in e-commerce that consumers receive information via Internet. Reliability of the information is depending on trustworthiness of the sender, and it affects purchase decision of the consumers. According to a study of Kulyada Chaempanyakul and Pornphan Prajaknet (2021), it showed that trustworthiness of influencers had positive relation to e-WOM. Customers can perceive sincere communication from influencers.

Suggestion

Suggestion for Businesses

The findings from this research can be used for conducting marketing strategies that suit the needs of the target group as per the following details:

1. Consumers compose purchase decision of electronic products based on expertise factor of Micro Influencers via e-WOM. Businesses may focus on the expertise of Micro Influencers that may lead to e-WOM.

2. Micro Influencers must have expertise that consists of communication with verified data such as knowledge, experience, and skill. Businesses must verify the data that Micro Influencers communicate to ensure that they provide effective data to customers. Effective data will entrust customers, create e-WOM, and eventually conduct purchase decision.

3. Attractiveness of Micro Influencers can pursue customers. Businesses may choose attractive Micro Influencers to pursue customers to conduct purchase decision.

4. Trustworthiness of Micro Influencers affects purchase decision of electronic products via e-WOM. This can create solid relationship with customers. Businesses may choose Micro Influencers who have honest expressions and positive thinking that can entrust consumers, leading to e-WOM and purchase decision.

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Factors Affecting the Intention to Use the Hotel Service of the Customers in Staycation

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Abstract

The purpose of this study was to investigate the factors that affected the intention to use the hotel service of consumers in the staycation by looking into the factors on components of tourism which include attractions, accessibility, accommodation service, tourism activities, amenities and affordability which are independent variables that result in intention behaviors to use hotel services of the consumers. The target group of the study were 509 people, being 390 females and 114 males. The statistics for testing hypothesis and finding the relation of the variables were inferential statistics. The research findings revealed that the ability in direct payment affected the intention to use the hotel service most, followed by the activities, attractions, facilities, and accommodation services respectively. However, accessibility of tourism attractions did not the intention to use the hotel service.

Key Words: Factors Affecting Intention to Use, Hotel Service, Customers in Staycation

Introduction

Currently, all over the world has confronted with the COVID-19 crisis which has widely and seriously spread, causing many countries including Thailand to lockdown the country, refraining from travelling both inside and outside the country in order to control and prevent infection which affected tourism and hotels businesses. In 2020 tourists postponed their travelling plans with no time limit or cancelled their hotel reservations. As a result, the hotels had a shortage of incomes and had difficulty paying their employees. Many hotels made decision to close down the business since they could not handle their expenses and debts and eventually announced for sale while some hotels laid off their employees to reduce their expenses.

After the first COVID-19 outbreak situation, there was a tendency to unravel or reduce, the government set up a policy to run a project to stimulate tourism inside the country under the so called “Travel Together” and “Travel for Happiness Sharing” from which the government predicted that it would result in GDP to grow up to 0.2-0.3 % and that a new way of tourism within the country or nearby called staycation was originated after COVID-19 situation. This staycation tourism could meet the new trend of tourism providing experience that inspires the tourists to travel again.

For this reason the researcher wishes to investigate the factors affecting the consumer's intention to use the hotel service in the form of staycation for the benefits of the hotel entrepreneur to use the research information to make plans for business development in order to meet the tourist's wants and needs in the future.

Objective

1. To investigate the factors most affecting the consumer's intention to use the hotel service in the staycation form of tourism in Thailand.

2. To investigate the tourism components (5A) affecting the consumer's intention to use the hotel service in the staycation form of tourism in Thailand.

Literature Review

Related Concept and Theories on Tourism Component (5A)

What the entrepreneur will have to prepare for the tourist is all kind of convenience and facility since tourists expect to receive from the tourist attraction they are going to visit and use as the criteria to make decision to visit the attraction, all of which are as follows.

The first factor is attraction which is probably the most important thing that interests and attracts the tourists to visit the tourist attraction.

The second factor is accessibility: tourists will check the route of transportation whether it is convenient to get access to the destination or not (Ternchit, 2006). What they the tourists want is the bus time table which is punctual and a transportation system which is safe enough.

The third factor is accommodation: it must be well prepared for the tourists who have reserved it because they normally look for a clean and standardized place in terms of service and safety ranging from a place with common rooms to five star elegant hotel.

The fourth factor is amenities available at the attraction can provide facilities and conveniences for the tourists such as a restaurant for food and beverages, an internet system, a good system of communication, police station, hospital, ATMs, especially a good system of electricity and sufficient water supply.

The fifth factor is activities which should be interesting since the tourists come for relaxation. They wish to see new and strange things every day. Therefore, the activities should be in variety and appropriate for different age groups and meet the tourists' wants and needs (Thipmanee, 2016).

A part from the 5A, there is another A or the sixth factor, namely, affordability. Affordability refers to the ability of the tourists to afford for their travel and accommodation on their holidays. Normally, they will set a travel schedule in advance in order to reserve every thing, so that they will have a lower price than without reservation.

Related Concept and Theories on Intention to Purchase

What marketers studying about consumers' royalty to brand names or repurchasing behaviors is to consider from what the consumers like to purchase and the amount of money spent on repurchasing (Nimboonjach, 2015). Besides, an intention to purchase is another step between an evaluation of choices to purchase and a decision to purchase. Normally, the consumers often purchase the products they are interested in and the products they like most as well (Adul Jaturongkakul, 2003).

Research Hypothesis

- 1.The factors of tourism component on attraction affect the consumer's intention to use the staycation form of tourism in Thailand.
- 2.The factors of tourism component on accessibility affect the consumer's intention to use the staycation form of tourism in Thailand.
- 3.The factors of tourism component on accommodation affect the consumer's intention to use the staycation form of tourism in Thailand.
- 4.The factors of tourism component on activity affect the consumer's intention to use the staycation form of tourism in Thailand.
- 5.The factors of tourism component on amenity
- 6.The factors of tourism component on affordability affect the consumer's intention to use the staycation form of tourism in Thailand.

Research Conceptual Framework

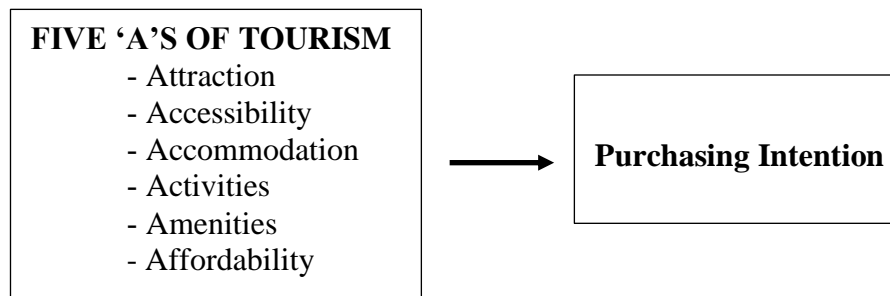


Figure 1: Conceptual framework

Research Methodology

A study of the factors affecting the customers' intention to use the hotel service in a staycation form of tourism in Thailand is a quantitative approach using a survey study.

Population and Samples

This study chose the samples from the tourists called first jobber aged between 21-15 years old selected by convenience sampling, thus not knowing the exact number of the population, because the duration for collecting the data was limited. To save the study cost, the researcher distributed a questionnaire through Google Forms and calculated the sample size using Hair, et al (2009) having 20 times of the number of questionnaires. In this study there were 24 items in the questionnaire, thus having 480 samples. In order to avoid any obstacles in calculating statistics, the researcher collected more the information from another 29 samples making the total of 509 samples altogether and having the reliability Of 95%.

Research Instrument

The research instrument for collecting data is a questionnaire consisting of four parts.

Part 1 is on general information of the informants.

Part 2 is on behaviors of consumers or informants pertaining to the factors of tourist attractions and motivation on tourism that affect the decision to choose tourism of working people in Bangkok Metropolis. (Praditrod, 2014)

Part 3 and Part 4 are questions measuring level of opinion towards component factors of tourism using Likert's five-level rating scale. The steps of making the questionnaire are as follows:

Step 1, the researcher looked for studies with component factors on tourism and intention to purchase as a guide for making questions.

Step 2, the researcher adjusted to data to be consistent with the study.

Step 3, the researcher tried out the questionnaire with 30 samples and then tested with SPSS computer program using Cronbach's Alpha. It was found that every factor had alpha value of 0.86 which was more than 0.7, meaning that the questionnaire was reliable and could be used to collect data from the samples (Kanlaya Wanitchbancha, 2009).

Research Statistics

Descriptive statistics were used to explain the general information of the informants in terms of percentage (%). Standard Deviation (S.D.) was used to analyze to find the average and the level of significance of the factors of tourism affecting the intention to use the hotel service. Pearson's Correlation Coefficient was used to find the relation between the independent variables of tourism factors affecting the intention to choose the hotel service in the staycation form, the dependent variable. Multiple linear regression was used to test the hypotheses to find the relation of more than one independent variable and the dependent variable.

Research Result

The result of an analysis of the demographic information of the informants using descriptive statistics could be presented in percentage as follows.

Gender

It was found that the majority of the informants were 390 females or 76.6 %, 114 males or 22.4 %, and 5 informants with no indication of gender or 1%.

Age

Based on the data analysis, it was found that the majority of the informants with a number of 203 (39.9%) aged 25 years old, 121 informants (23.8%) aged 22, 88 informants (17.3%) aged 21, 51 informants (10%) aged 23, and 46 (9%) of them aged 24.

Occupation

The data analysis showed that the majority of the informants were students with a number of 200 (39.3%), 118 of them (23.2%) were employees of private organizations, 96 (18.9%) of them had personal businesses, 62 (12.2 %) of them were government official/employees, 24 (4.7%) of them were general employees, 5 persons (1%) were housewives, 1 person (0.2%) was a freelance worker, 1 person (0.2%) was an entrepreneur, and 1 person (0.2%) unemployed.

Income

The data analysis revealed that the majority of the informants with a total of 183 (36 %) had an income less than 15,000 baht, 104 informants (20.4%) had an income of 30,001 baht and above, 103 informants (20.2%) had an income 15,000-20,000 baht, 65 informants (12.8%) had an income of 20,001-25,000 baht, 54 informants (10.6%) had an income of 25,001-30,000 baht.

The result of the study in Table 1 shows the average and standard deviation interpreting the level of significance of the factors of tourism affecting the intention to use the hotel service.

Table 1: The sum of opinions of 5 A's

	Mean	S.D.	Interpretation
A1	4.1906	.62117	High
A2	4.2402	.72559	Highest
A3	4.0405	.66971	High
A4	4.5987	.53145	Highest
A5	4.0113	.74390	High
A6	4.0133	.72663	High
PI	4.3158	.66020	Highest

Based on Table 1, the result of an analysis showing the average and standard deviation revealed that the informants place emphasis on tourism activities (A4) at the highest level (\bar{x} = 4.5987), followed by accessibility (A2) (\bar{x} = 4.2402). The informants placed emphasis at a high level on attraction (A1) (\bar{x} = 4.1906), amenities (A5) (\bar{x} = 4.0113) and affordability (A6) (\bar{x} = 4.0113) respectively. However, for the dependent variable, the intention to purchase (PI) was placed emphasis by the informants at the highest level (\bar{x} = 4.3158).

Table 2: Pearson's Correlation Coefficient

	A1	A2	A3	A4	A5	A6	PI
A1	1						
A2	.519	1					
A3	.472	.558	1				
A4	.564	.503	.430	1			
A5	.418	.340	.437	.401	1		
A6	.394	.239	.236	.346	.400	1	
PI	.468	.305	.249	.521	.418	.528	1

Table 2 shows the result of an analysis of Correlation Coefficient between the independent variables on attraction (A1), accessibility (A2), accommodation (A3), activities (A4), amenities (A5), and affordability (A6), all of which affected the intention to use the hotel service (PI) that had a positive relation at the significant level 0.05 with the value between 0.236-0.564.

Table 3: Result of Hypotheses Testing

Independent Variable	β	Std.Error	t	Result
Attraction	.151	.048	3.346	.001
Accessibility	-.003	.040	-.068	.946
Accommodation	-.092	.043	-2.120	.034
Activities	.306	.054	7.041	.000
Amenities	.142	.036	3.506	.000
Affordability	.328	.035	8.597	.000

R square = 0.439 Adjusted R Square = 0.433 F = 65.33

Table 3 above shows the research findings that the independent variables on various tourism factors affected the consumer's intention to use the hotel service in the form of staycation in Thailand with a statistical significant level 0.05. When considering each variable, affordability ($\beta = 0.328$) affected the intention to use the hotel service most, followed by activities ($\beta = 0.306$), attraction ($\beta = 0.151$), amenities ($\beta = 0.142$), accommodation ($\beta = -0.092$), and accessibility ($\beta = 0.003$) did not affect the intention to use the hotel service.

Conclusion and Discussion

The result of the study could be concluded that the factor that had highest influence on the consumer's intention to use the hotel service in the staycation form of tourism in Thailand was attraction because the samples were interested in beautiful and dominant atmosphere which was in trend and nowadays the consumers use social media to upload the pictures of the attractions and other stories. Once they were interested in attractions, they would have intention to use the hotel service which is in line with a study by (Piyanuwatkun & other, 2019). It could be concluded and discussed as follows.

The factor on accessibility to the tourist attraction did not affect the intention to use the hotel service since the sample group was not interested in the route of transportation and direction pointer, but they paid more attention to other factors because they could use other technology in travelling (GPS) instead of the direction indicator along the way which is consistent with a study by Naphachotsiri (2017).

Based on the factor on accommodation, the sample group paid attention to this factor because they wanted a private, peaceful and safe accommodation and that currently they emphasized significance of taking photos which is consistent with a study by Waiahapha, (2013)

A factor on activities was also an interesting point for the sample group since they wanted to travel if there were interesting and appropriate activities. As such they may intend the use the hotel service in the future and this is in line with a study by Nimboonjach (2015).

The most important factor on amenities was the most important factor for the tourists which could be seen in the fact that there were hotel accommodations growing up in the tourist areas to provide amenities for the tourists with the price ranging from a thousand to ten thousands baht. It could be said that where there are good facilities and conveniences, the tourists are ready to visit. This is consistent with a study by Nilphat (2018).

A factor on affordability of the sample group would depend on their wants and desires. If they wanted more, they would pay more; if their wants did not increase, they would not pay more but at the previous or original level. This is in consonance with a study by Vechvongvan (2013)

Suggestions

Suggestions for Business Application

In this study, the researcher could conclude the benefits for entrepreneurs, based on each question item that they should give significance on affordability factor most by making reasonable room prices. Activities are also important because tourists give significance to the hotel that provides interesting and appropriate activities every age group. For attraction factor, the tourists are interested in the hotel with private, beautiful and peaceful atmosphere most. For amenities, they prefer the hotel with the internet network most. Therefore, entrepreneurs should bring into consideration this information when making decision pertaining to running hotel businesses in the future. However, they should also look into other factors as well such as behaviors of the consumers or the sample groups which may change in the future.

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Development of Marketing Strategies for Food Products Trading through the Digital Commerce

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Abstract

The research project seeks to: 1) study online marketing mix factors; 2) study behavior of purchasing decisions of food products through digital channels; and 3) find-the relationship between online marketing mix factors and behavior of purchasing decisions of food products through digital channels. It is a quantitative research project conducted using questionnaires to collect data from 450 samples. The information from the survey was analyzed using software statistics including percentage, mean and standard deviation. Pearson's correlation (Pearson Product Moment Correlation) was used to test the hypotheses proposed by the researcher.

The results showed that the online marketing mix factors were important which were moderately average. Moreover, the online marketing mix factors in six aspects of price, place, promotion, privacy and personalization were related to the consumers' buying decision.

Keywords: Development of Marketing Strategies, Food Products, Digital Commerce

Introduction

From the results of the research on consumer's behaviors in the digital age towards purchasing products, it was found that the purchasing style was different from the original belief, such as women who understand less technology than men had old behaviors such as finding most of the information from inquiries, from salespeople, viewing product demonstrations, asking friends, reading from magazines while consumers in this era are open to both online media and offline in making purchase decisions. Nowadays, we found that the age group 15-24 years old will use online media to help make purchase decisions. Most of them are online reviews, 41% online searches, 40% online videos, 37% brand websites, 35% mobile search, 35% retail websites. While consumers aged 25-34 years old will use online media to help make purchasing decisions. In addition, age group 35 years old and more than that use online media to find information for the final purchase decision (Bangkok Biz Online, 2013).

According to research, digital media is having a huge influence on how we think in terms of our attitude and action. More consumers' lives are in an interesting phenomenon which is a digital multi-platform (MultiScreen). It means consumers can receive online media through multiple channels at the same time. While watching TV, they use Table or Smart Phone to chat and update Social Network at the same time. This is caused by digital media.

More roles are considered an important factor affecting the purchasing decisions of consumers in this era. Because of the present consumers tend to search for information of products and services from the Internet before making a purchase. There is statistical data indicating that social networks have an influence on consumers' buying decision making.

It can be seen that the influence of digital media is undeniable and in 2014 media access online will spread to more people. As a result of the development of telecommunication systems, the use of mobile phones becomes more efficient. When this happens, business organizations turned their attention and focused more on marketing through digital media, especially online media via the Internet, which has a growth trend that leaps every year. It has already become a trend of this era because it can reach consumers very easily. This trend can spread more rapidly than any media in the world and it is estimated that in the next three-four years, digital media will influence decision-making (Nuttaputch, 2013).

Therefore, the researcher is interested in studying the trend of marketing of food products through digital commerce channels, and the behavior of consumers including analyzing various factors that has an impact on food product marketing through digital channel.

Objectives

1. To study online marketing mix factors.
2. To study behavior of purchasing decisions of food products through digital channels.
3. To find the relationship between online marketing mix factors and behavior on purchasing decisions of food products through digital channels.

Research Framework

According to Wongnichakhun (2007: 13-16), online Marketing Mix is a new marketing component which consists of 6 P's, namely Product, Price, Place, Promotion, Privacy, and Personal service (Personalization). All factors of online marketing mix are related and have The importance of online marketing

Sareerat, et al. (1998: 124 – 125), based on Kotler (1999), suggested that consumer behavior was the action of any person directly related to procurement of the use of goods and services. This includes decision-making processes and actions of persons relating to the purchase and use of goods. The study of consumer behavior is a method of study in which an individual makes decisions about how to use resources, in relation to the consumption of a product. Consumer behavior is a process that takes time and effort.

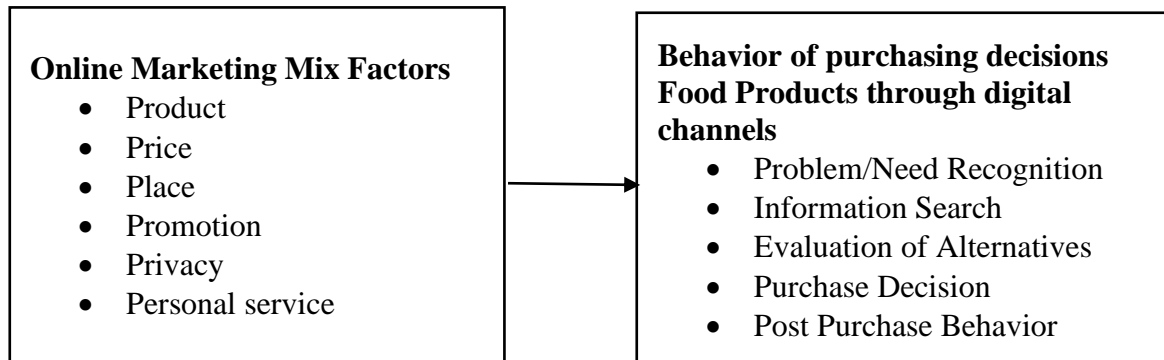


Figure 1: Conceptual Framework

Research Methodology

Population

The population used in this research was Internet users in Thailand.

Sample

The sample group used in this research was internet users in Thailand but the number is unknown. Therefore, the sample size was determined by using the formula for calculating (Sareerat, et al. 2006:177). The computed sample size is 385 samples. In case of the loss and incompleteness of the questionnaires, the data, therefore, were collected from 450 samples.

Sampling

In this research, the researcher used multistage sampling as the following steps:

1. The provinces in Thailand were divided into groups, classified into 6 regional groups as follows:

- 1.1 Group of provinces in the Northern region of 17 provinces
- 1.2 Groups of provinces in the Northeast region of 20 provinces
- 1.3 Groups of provinces in the Central region of 8 provinces
- 1.4 Groups of provinces in the Eastern region of 9 provinces
- 1.5 Groups of provinces in the Western region of 8 provinces
- 1.6 Groups of provinces in the Southern region of 14 provinces

2. Conducting grouping of provinces in each region by cluster sampling, 5 provinces were classified from each regional group (30 provinces around Thailand)

3. Data were collected from a simple random sampling of 450 people, 15 people in each province were collected.

The tool

The tool for data collection for this research was a questionnaire on factors affecting the buying behavior of food products through online stores.

Variable measurement operation

1. Validity test

In order to construct a questionnaire for the measurement that was directly related to the issue, the researcher brought the questionnaire to measure the customers' interests and attitudes affecting the purchase of food products through digital channels, including the attitude of purchasing food products through digital channels from people who have bought the product and services through digital channels.

2. Reliability test

In the study 30 sets of questionnaires were tested on the population who did the pre-test by those who did not take the test. This pre-study trial was using the reliability test formula to test the reliability of questionnaire using Cronbach's reliability test formula or estimation, Alpha Coefficient. As a result, the result of reliability measurement of the meter was 0.89.

Statistics used in the Research

The researcher used statistics in the analysis to match the nature of the data and answer the objective as follows

1. General information of the respondents by analyzing the statistical data with the percentage statistic and frequency distribution.
2. Information on online marketing mix and purchasing behavior of food products through digital channel. The data were analyzed by finding Mean and standard deviation.
3. Finding the relationship between online marketing factors and product purchasing behavior through digital channels by analyzing Pearson's correlation coefficient

Research Finding

1. In this research, the samples consisted of people using the Internet in Thailand. The general information of the respondents were gender, age, status and average monthly income, all of which were analyzed by frequency distribution and percentage.

Table 1: General information

	Number	Percentage
Gender		
Male	299	66.44
Female	151	33.55
Total	450	100
Age		
under 14 years old	10	2.22
14 - 24 years old	63	14.00
25 - 35 years old	124	27.55
35+ years old	253	56.22
Total	450	100
Educational		
primary school	10	2.22
secondary education	68	15.11
diploma	18	4.00
Bachelor's degree	244	54.22
Master's degree	104	23.11
higher than a master's degree	6	11.33
Total	450	100
Occupation		
student student	64	14.22
government service	16	3.55
private company employees	250	55.55
Trading, gardening business	80	17.77
freelance	40	8.88
Total	450	100
Average income per month		
less than 10,000 baht	62	13.77
10,001 - 30,000 baht	151	33.55
30,001 - 50,000 baht	123	27.33
50,001 - 70,000 baht	32	7.11
70,000 baht to carry	82	18.22
Total	450	100

From Table 1, most of the respondents were males, aged 35 years old and above, studied at the bachelor's degree level, being employees of private companies, and with average monthly income of 10,001-30,000 baht.

2. An analysis of respondents' opinions about the entire online marketing mix. There were six aspects using mean and standard deviation as an analysis as shown below.

Table 2: Shows the Mean and the standard deviation of the online marketing mix

No.	Aspect	Mean	SD	degree of influence on decision making
Product				
1	variety of brands	3.76	0.895	more
2	The product has been certified by the FDA.	3.20	1.016	moderate
3	quality products	3.39	0.893	moderate
4	There is a guarantee return, exchange, return	3.21	1.074	moderate
	Total average	3.39	1.002	moderate
Price				
1	The price of the product is cheaper than buying it by other method	3.36	1.060	moderate
2	There are a variety of payment methods.	3.54	0.912	more
3	It is clear to show the price of the product.	3.64	0.823	more
4	There are several price levels to choose from.	3.77	0.849	more
	Total average	3.58	0.898	more
Place				
1	<i>The website is easy to use, quick and easy to search select and place an order</i>	4.09	0.819	<i>much more</i>
2	The website is kept up-to-date.	3.89	0.829	more
3	Beautiful and modern website design	3.82	0.821	more
4	Punctual in delivery time	3.68	0.839	more
	Total average	3.87	0.528	more
Promotion				
1	Attractive online advertising drives purchasing decisions.	3.65	0.892	more
2	A variety of promotions, such as collecting points, giving discounts, giving freebies, etc.	3.49	0.955	moderate
3	Frequent promotions	3.54	0.928	more
4	Communicating product information to customers, especially promotions	3.58	0.910	more
	Total average	3.57	0.901	more
Privacy				
1	Keeping personal information of customers confidential	3.46	1.017	more
2	Encryption of data in sending and receiving data	3.52	0.957	more
3	Requesting the customer's permission to send information to the customer's e-mail address	3.51	0.960	more
	Total average	3.50	0.978	more

Personal service				
1	The website has a system to record product information that customers have ordered or viewed product information.	3.67	0.914	more
2	The website recommends suitable products to customers.	3.36	0.948	moderate
3	giving advice about various inquiries to individual customers through the website	3.35	0.974	moderate
	Total average	3.46	0.9501	moderate

From Table 2, the respondents' opinions on the importance of overall product factors were at a moderate level (mean = 3.39), their opinions on the the overall price factor were at a high level (mean = 3.58), The respondents' opinions on the distribution channel as a whole were at a high level (mean = 3.87), the opinions on the marketing factors as a whole were at a high level (mean = 3.57), their opinions on the privacy factors overall were at a high level (mean = 3.50), and the respondents' opinions on the personal service treatment factors overall were at a moderate level (mean = 3.46).

If considered on a case-by-case basis, it can be seen that the respondents had their opinions on “The website is easy to use, quick and easy to search select and place an order” at a higher level (mean = 4.09).

3. The analysis of the respondents' opinions on the purchasing behaviors of beauty products via digital channels in all 5 aspects using mean and standard deviation revealed the results as in Table 3 below.

Table 3: The mean and standard deviation and the degree of the respondents' opinions toward purchasing behavior.

No.	Aspect	Mean	SD	degree of influence on decision making
Problem/Need Recognition				
1	I will buy the product when my regular product runs out.	3.29	1.126	moderate
2	I always buy products for myself.	3.47	1.059	moderate
3	I always buy products when I need to debug myself.	3.43	1.090	moderate
4	I always buy products when I'm told by friends, close relatives.	3.33	1.090	moderate
	Total average	3.38	1.085	moderate
Information Search				
1	I'm looking for product information from a friend or someone close to me.	3.39	1.019	moderate
2	Sometimes I search the Internet for information about products to buy.	3.52	1.071	more
3	I seek feedback through reviews before making a purchase.	3.67	1.032	more
4	I tend to trust people that have knowledge.	3.44	0.991	moderate

No.	Aspect	Mean	SD	degree of influence on decision making
	Total average	3.51	1.001	more
Evaluation of Alternatives				
1	I am always willing to spend time comparing prices between websites in order to get a lower priced product.	3.57	1.044	more
2	I love shopping for new products.	2.83	0.946	moderate
3	I always choose the website with special offers	3.39	0.990	moderate
4	I always attach great importance to the ease and convenience of returning merchandise.	3.39	0.997	moderate
	Total average	3.31	1.000	moderate
Purchase Decision				
1	I buy products from a regular website because there is a brand I want	3.14	1.117	moderate
2	I only buy products from quality sites.	3.49	1.149	moderate
3	I bought a product from a website that sells it for a cheaper price.	2.98	1.118	moderate
4	I bought the product from a promotional website.	3.10	1.103	moderate
	Total average	3.18	1.112	moderate
Post Purchase Behavior				
1	I chose to return to a website with a wide variety of products to choose from.	3.33	1.089	moderate
2	I chose to go back to using the website which is cheaper than other stores.	3.14	1.131	moderate
3	I am back to using a product distribution site or a website that organizes promotions	3.20	1.109	moderate
4	I chose to go back to using a website that offers good advice and answers questions quickly.	3.56	1.104	more
	Total average	3.31	1.112	moderate

From Table 3, the respondents rated their behaviors on how they made purchasing decisions as a whole at a moderate level (mean = 3.38). Moreover, they expressed their opinions on the importance of information-seeking purchasing decisions at a high level (mean = 3.51). Furthermore, they also commented on the importance of purchasing decisions in the evaluation of alternatives at a moderate (mean = 3.31). Not only that, the respondents also rated on the importance of purchasing decisions at a moderate (mean = 3.18). Finally, the respondents rated the importance of purchasing decisions in the aspect of behavior after purchase at a moderate (mean = 3.31).

4. Factors related to online marketing mix Buying behavior of beauty products through digital channels The results of the analysis are shown in the table 4

Table 4: Correlation between online marketing mix and Buying behavior

No.	online marketing mix	significant
1	Product	.000
2	Price	.000
3	Place	.000
4	Promotion	.000
5	Privacy	.000
6	Personal service	.000

From table 4, testing the relationship between 6 marketing factors and purchasing behavior of food products through digital channels, including awareness of information, seeking alternative, assessment purchase decision and behavior after purchase, it was found that the two variables were statistically related at the significance level 0.01 (Sig. = 0.00).

Discussion

Based on the study of marketing strategies for food products through digital channels, we are able to discuss the results of related research as follows

1. The online marketing mix factor found that respondents saw the importance at the highest level, namely sales channels. The sub-factors with the highest level of opinions. is a website that is easy to use, convenient, quick to search, select and order products, which is consistent with the results of the study by Jaimoon (2011) who studied the behaviors of working-age people in Chiang Mai in purchasing products via online, and it was found that the respondents paid attention to all the 6 aspects and at a high level. In addition, sales and privacy were more important when compared to the others (Product, price, personal service and marketing promotion).

2. According to the correlation between online marketing mix and buying behavior, it shows that online marketing is, an increasingly important marketing channel. Nowadays, most people prefer more convenience, being quickly, spend more and more time on computers, tablets, mobile phones besides communication activities. Not only that, people also turn to Google to find information on the Internet. In addition, marketing through traditional channels began to lose its importance. This makes the role and importance of online marketing grow by leaps and bounds, which is consistent with the results of a study by Adam (2002) who studied a model of Web use in direct and online marketing strategy.

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