

Consumption Behavior Pak Mor Noodles of Consumers in Bangkok

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Abstract: *This research aims to study 1) marketing mix factors 2) consumption behavior of Pak Mor noodles 3) Compare the consumption behavior of Pak Mor noodles among consumers in Bangkok. Classified according to personal information 4) Marketing mix factors that affect the consumption behavior of Pak Mor noodles among consumers in Bangkok. It is quantitative research using questionnaires as a tool for calculating sample samples using a formula. Sample group: 400 people From general consumers living in Bangkok Processed using percentage statistics, average Chi-square and Multiple Regression Analysis, it was found that the majority of consumer behavior Choose to consume according to your personal preferences at food festivals. Popular with thick Tom Yum soup. Popular with minced pork filling By choosing to consume by yourself Popular for general consumption, no time limit I like to eat at the restaurant. By belt style, average consumption is 3.15 times per month. Average cost 214.39 baht per time Personal data such as gender, age, education level, occupation, and average monthly income that vary affect consumption behavior. Different kinds of Pak Mor noodles The overall marketing mix factors are at a high level. and in the personal aspect Physical characteristics Distribution channel It influences the behavior of choosing to consume Pak Mor noodles. Significant at the 0.01 level, recommendations among teenagers Add different selling points and create content on social media. or expanding to include groups of people who love health Providing good quality raw materials Convenient to travel with enough parking. Order via online system Create discounts and promotions Advertising through online channels There are sufficient employees to provide good service. Security of the payment system The store is clean, has CCTV cameras, and is beautifully decorated.*

Keywords: *Marketing Mix, Purchasing Behavior, Pak Mor Noodles, Online Channels*

1. Background and Importance of the Study

Noodles are a very popular food. especially lunch You can find them at noodle shops, which are sold almost everywhere. The fact that there are so many noodle shops may be due to the Chinese people. The owner of the recipe is a person who enjoys trading. Therefore, it has been passed on to Thai people besides selling noodles as a profession that requires low investment. Profit is satisfactory. There is a way to do it that is not difficult. Can be done quickly And there are many people who like to consume it during their lunch break. Because noodles are a delicious fast food. Noodles are considered a single dish that is full of nutrients. It can be breakfast, lunch, dinner or a snack. And it is a cheap food that is sold everywhere. It is a popular food or is called delicious, economical, and fast. These are important qualities that make noodles a popular fast food (Shelke, 2016)

World War II was followed by one of the worst floods in history. From these two events, Thailand was plunged into a state of famine, and the economic downturn (inflation problem) led to the policy of nation building with nationalist economic development during the period Field Marshal P. Pibulsongkram was in power with the slogan: "Thais make Thai to sell, Thais use Thai to eat" from the nationalist economic development policy. "Noodles" is another element that is used in that policy. Field Marshal P. encourages Thai people to turn to selling and consuming more noodles. To be one of the solutions to solve the problem of inflation and economic downturn. Since the government during Field Marshal P.'s reign actively encouraged Thai people to consume and sell noodles in order to solve the economic crisis of that day. It is a part that has influenced "noodles" to be one of the most popular foods among Thai people today.) And another menu that is expected to become popular in the future is Pak Mor Noodles (Watanasin, 2020)

Nowadays, there are people starting to start the Pak Mor noodle business. In a different form than before. Increase the interest of existing Pak Mor noodles by creating ideas to adapt traditional Thai food. Create a unique identity and add a contemporary touch by serving food on a conveyor belt, or a whirlpool belt create excitement. Plus, consumers have fun choosing the food fillings they want to eat by themselves. It is also a selling point that creates more value for the business, and elevate grandfather's generation's food to revive for the new generation. From the above study, the researcher. Therefore, we are interested in studying the consumption behavior of Pak Mor noodles among consumers in Bangkok. To be able to know the marketing factors that affect the consumption behavior of Pak Mor noodles. To provide information for entrepreneurs in planning the distribution of Pak Mor noodles in line with consumer needs. (Chen, 2021)

2. Objectives of the Study

To study the marketing mix factors in the consumption of Pak Mor noodles, of consumers in Bangkok
To study the consumption behavior of Pak Mor noodles among consumers in Bangkok.

Literature Review

Content: Study of consumption behavior of Pak Mor noodles, of consumers in Bangkok province. Based on the marketing mix theory (Marketing Mix 7P's) of Kotler & Keller (1997), which consists of product (Product), price (Price), distribution channel (Place), marketing promotion activities (Promotion), people (People), characteristics. Physical (Physical Evidence), Process (Process) and study consumer behavior theory (6W1H) of Philip Kotler which consists of Who, What, Where, Why, When, Whom and How. stated that Marketing mix refers to the variables or marketing tools that a business uses in carrying out its marketing objectives, target groups to meet customer satisfaction. Traditionally, the marketing mix had only 4 variables (4Ps): product (Product), price (Price), distribution channel (Place) and marketing promotion (Promotion). Later, 3 additional variables were devised: people (People), physical characteristics (Physical Evidence), and processes (Process) to be consistent with important concepts in modern marketing. Especially with service businesses. Therefore, it can be called that it is the 7Ps marketing mix (Baker, 2003)

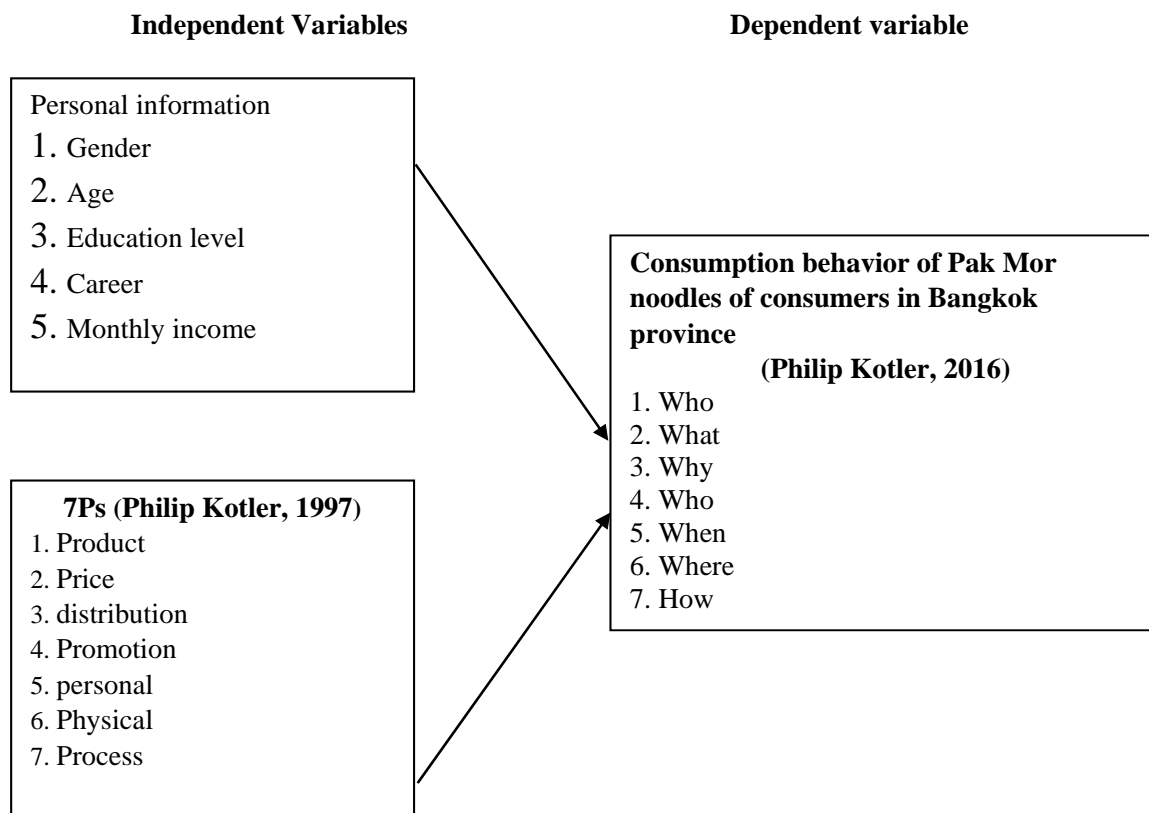
Consumer Behaviour

The meaning of consumer behavior (Consumer behavior) refers to the behavior in which consumers search, purchase, evaluate the usability of products and services that are expected to meet his or her needs. Defined consumer behavior as the actions of any individual, which is directly related to the provision, acquisition and use of goods and services, refers to the decision-making process which already existed and is involved in determining such actions. The important point of the above definition is that Decision making process that has already existed (Precede). These things that have come before refer to the behavioral characteristics of consumers that at that time Consumer Behavior Analysis Consumer market (Consumer market) refers to consumers or households that purchase goods and services for personal

consumption (Armstrong & Kotler, 2015:616), which are considered final consumers. Or it may be said simply That is, the consumer market refers to the consumers or households themselves. (Kardes, 2011)

Conceptual Framework

From the above research The researcher relied on the 7Ps marketing mix theory and analyzed consumer behavior. Summarized and coordinated into a conceptual framework. In studying the marketing mix factors that affect the consumption behavior of Pak Mor noodles of consumers in Bangkok province, they are as follows:



Research Methodology

Study of Consumption behavior of Pak Mor noodles of consumers in Bangkok province To study the marketing mix factors in the consumption of Pak Mor noodles. Consumption behavior of Pak Mor noodles Compare consumption behavior of Pak Mor noodles classified according to personal information. and marketing factors that affect consumption behavior of Pak Mor noodles Information from the study can be used as a guideline for improving methods for developing and promoting the Pak Mor noodle business in line with consumer needs. The methods for the study were determined as follows.

Population and sample used in the study

The population used in the study is people living in Bangkok. A sample of 400 persons was selected for this study. Use W.G. Cochran's calculation of sample size without knowing the exact population at a confidence level of 95% as follows.

$$\text{Formula } n = P(1-P)(Z^2) / (e^2)$$

$$\text{Substitute } n = (.50)(1-.50)(1.962)^2 / (.052)$$

$$n = (.5)(.5)(3.8416) / .0025$$

n = .9604/.0025

n = 384.16

In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample size of 400 cases

3. Study Results

Study of Consumption behavior of Pak Mor noodles of consumers in Bangkok province Study sample Including the general public in Bangkok A total of 400 questionnaires were used as a data collection tool and 400 questionnaires were returned, representing 100 percent of the questionnaires. The results of the study were divided into 4 parts as follows, showing the marketing mix factors that influence selection behavior. Consumption of Pak Mo noodles by consumers in Bangkok province

Marketing Mix	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	4.685	.878		5.336	.000
Product	-.061	.216	-.005	-.074	.941
Price	-.223	.237	-.064	-.940	.348
Distribution	.389	.189	.134	2.055	.040*
Promotion	.157	.175	.059	.897	.370
Personal	-.810	.206	-.262	-3.927	.000*
Process	-.295	.220	-.094	-1.344	.180
physical	.424	.166	.152	2.548	.011*

*Significant level .05 **Significant level .01

Marketing mix factors that influence the behavior of choosing to consume Pak Mor noodles of consumers in Bangkok province and the frequency behavior of choosing to consume Pak Mor noodles of consumers in Bangkok province per month. It was found that behavior and marketing mix in terms of people (Sig = 0.000), physical characteristics (Sig = 0.011), and distribution channels (Sig = 0.040) had an influence on behavior in choosing to consume Pak Mor noodles. Statistical significance level 0.01

4. Conclusion

A study on the consumption behavior of Pak Mor noodles of consumers in Bangkok province. The objective is to study the marketing mix factors in the consumption of Pak Mor noodles. of consumers in Bangkok province and consumption behavior of Pak Mor noodles of consumers in Bangkok province It is a quantitative study. (Quantitative Research) uses 400 questionnaires as a tool to collect data and uses statistics to analyze the data, namely Chi-Square and Multiple Regression Analysis.

Suggestions from the Study

From the study of the consumption behavior of Pak Mor noodles of consumers in Bangkok province. The researcher has suggestions from this study as follows: Product side If you are a customer in the teenage group There should be a selling point that is different from the original, such as Pak Mor noodle products that can be photographed to create content on social media or have a variety of new fillings. If it is a group of elderly people or a group of people who love health. The dough and filling may need to be improved in a more health-conscious way. In terms of price, there has been an improvement in the raw materials. Procure good quality raw materials suitable for the value that customers will receive. Distribution Convenience in

traveling to the store There is enough parking to accommodate customers. Ordering through the online system Grab, Lineman, Robinhood that is convenient for your needs. and available in department stores Marketing promotion Provide discounts to regular customers or member customers. and promotions for customers who come in groups Along with promotions according to various festivals such as New Year's Day, Songkran Day, booths are set up to organize promotional items at food exhibitions. Advertising through media such as journals, online communities, and personnel. Employees provide equal service to customers. Provide service with a smile, cheerfulness, politeness and friendliness, knowledge, understanding and skills in providing services. Have the ability to solve specific problems in the service area. and employees should be able to communicate in foreign languages, such as English, in terms of processes There should be standards and security of the payment system. There are enough employees to provide services. Be accurate in calculating the cost of using the service. Can be contacted quickly in responding to comments and complaints from customers. And modern technology and tools should be used to receive orders from customers. Physical characteristics The atmosphere within the store should be appropriate, such as having good ventilation. , clean and hygienic Providing services in proportion, such as parking and adequate dining tables. There is a security system such as CCTV and the store interior should be beautiful and modern.

Suggestions for Next Study

There should be a study of other influencing factors, such as the 7Cs marketing strategy in terms of what consumers want (Customer Needs), value for money (Cost), convenience (Convenience), communication (Communication), care. Caring, comfort, and success in meeting needs (Completion) are related to the consumption behavior of Pak Mor noodles among consumers in Bangkok.

To gain insights into the consumption behavior of Pak Mor noodles of consumers in Bangkok province. Therefore, qualitative studies and research (Qualitative Research) should be conducted along with distributing questionnaires. To get more specific information To be a guideline for conducting business and being able to truly respond to the needs of consumers.

5. References

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