

Marketing Mix Factors that Affects Decision Making Use the Service of an Agent Company Import Export

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Abstract: Study of marketing mix factors affecting the decision to use import-export agent companies. The objective is to study Marketing mix factors in using import-export agent services To study the decision to use the services of import-export agent companies. To compare the decision to use import-export agent companies. Classified according to personal information and to study marketing mix factors that affect the decision to use import-export agent companies. The population in the study is the general public who uses the services of import-export agents. By selecting a sample of 400 people. A questionnaire was used as a study tool. and process the collected data using percentage statistics, averages, and hypothesis testing. By using T-test statistics and One way ANOVA and Multiple Regression Analysis.

Suggestions from the study results: Entrepreneurs should set service standards in order to build a reputation and confidence in providing services. Flexible pricing Add contact channels to facilitate service users. Advertising creates awareness through various media channels. Develop personnel to have knowledge Expertise in customs clearance operations in order to make the goods declaration accurately and accurately

Bring information technology to increase service efficiency to create quick service to meet customer needs.

Keywords: Marketing Mix, Decision to Use Services, Import-Export Agent Companies

1. Introduction

The 20-year national strategy (2017 - 2036) is a framework for long-term national management. With the goal of making the country stable, prosperous and sustainable, with guidelines for driving logistics development under 20 year national strategy It is an important goal for development. Logistics and supply chain systems heading towards the country's future in 2036. (Narine, 2008) be effective By raising the level Industrial logistics potential supports existing industrial bases and future industries as bases. Create new income for the country Develop an efficient logistics management system Increase the capacity of the logistics service business to diversify its service base and connect investments in ASEAN. Stably To promote Thailand as a center for production, trade, services and investment in the sub-region. and ASEAN region and aiming to become a high-income country and a developed country by 2036. (Jones, 2012)

Thailand also has the geographic advantage of being an air transport hub. Important in the ASEAN region From the above information, it can be seen that Implementation of government policy Both in terms of the Economic Corridor Project (EEC) Giving importance to the development of transportation infrastructure Including giving importance to the concept of a single ASEAN aviation market. It greatly

supports the development of air freight transport in the country. This is a guideline for increasing the amount of imports and export goods by air of the country. In the dimension of the logistics capability index is a criterion for consideration which consists of 6 elements as follows: 1) The efficiency of customs and border management clearance 2) The quality of trade and transport infrastructure 3) Preparing for international transportation (International Shipment) 4) Increasing the performance of logistics service providers, both government and business (Logistics Quality and Competence) 5) Punctuality of services (Timeliness) 6) Management system Tracking and Tracing (Brunner, 2013)

In this regard, the import and export department that performs logistics duties of the company. A large number of employees is required. To perform the duty of coordinating with government and private agencies in order to obtain permission in accordance with the laws set by the relevant government agencies. It can be seen that the implementation of such duties. There are a lot of steps and details, that does not violate announcements or regulations of the Customs Department, etc. From the above background, the researcher is interested in studying the factors used in decision making. Choose to use the service of an import-export agent company. To use the results from the study as guidelines for improving import-export agent services to meet the needs of service users.

2. Objectives of the Study

To study the marketing mix factors in using the services of import-export agent companies. To study the decision to use the services of an import-export agent company. To compare the decision to choose the services of import-export agent companies classified according to personal information.

Scope of Study

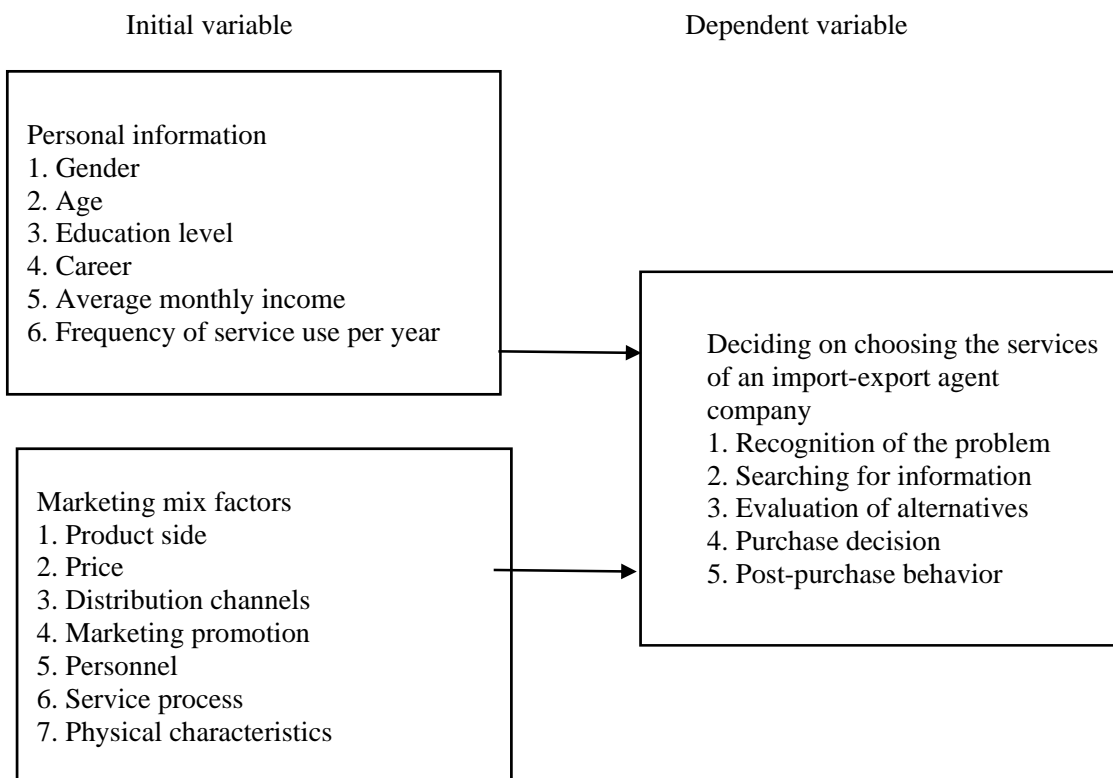
Content scope In the study of Marketing mix factors that affect the decision to use import-export agent companies. Based on marketing mix theory which includes Product side (Product), price side (Price), marketing promotion side (Promotion), distribution channel side (Place), personnel side (People), service process side (Process), Physical aspects (Physical) and decision theory include problem recognition (Problem Recognition), information search (Information Sources). Evaluation of Alternatives, Purchase Decision, and Post Purchase Behavior

Marketing Mix Theory

Kotler and Keller (2012) stated that Marketing mix refers to 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 (Price), distribution channel (Place) and marketing promotion (Promotion). Later, 3 additional variables were devised: personnel (People), service process (Process) and physical characteristics (Physical evidence) to be consistent with important concepts in modern marketing. Especially in the service business. Therefore it can be called the marketing mix (The Marketing Mix 7Ps). There are 7 groups of marketing tools:

3. Conceptual Framework for Education

From the above research The study has used the 7Ps marketing mix factor theory and the theory of coordinated decision-making as a conceptual framework for studying the marketing mix factors that affect the decision to choose the services of an import-export agent company as follows:



Research Methodology

A study of marketing mix factors affecting the decision to use import-export agent companies. The objective is to study marketing mix factors. Deciding to use an import-export agent company Compare the decision to use import-export agent companies. Classified according to personal information and study marketing mix factors that affect the decision to use import-export agent companies. Information from the study can be used as a guideline for developing services in various areas to meet the needs of service users. The methods for the study were determined as follows.

Population and Sample used in the study

The population used in the study is the general public who uses the services of import-export agent companies. 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.

$$n = P(1-P)Z^2 / (e^2)$$

(ณ ระดับความเชื่อมั่นที่ 95% Z มีค่าเท่ากับ 1.96)

$$n = (.50)(1-.50)(1.962)/(.052)$$

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

$$n = .9604/.0025$$

$$n = 384.16$$

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.

4. Results of the Study

Study of “Marketing mix factors affecting the decision to use import-export agent companies” has the objective To study the marketing mix factors in using the services of import-export agent companies. Deciding to use an import-export agent company Compare the decision to use import-export agent services classified according to personal information. and marketing mix factors that affect the decision to use import-export agent companies. The researcher used a questionnaire as a tool to study from a sample of 400 people. The data was analyzed by enumerating frequencies, percentages, and averages. The researcher divided the presentation of the results of the study with the following steps:

Shows results of analysis of marketing mix factors that influence the decision to use import-export agent companies.

Marketing Mix	Std.		Beta	t	Sig.	Test
	B	Error				
)Constant)	.463	0.116		4.011	.000*	yes
Product	.177	.027	.216	6.577	.000*	yes
Price	.140	.027	.174	5.234	.000*	yes
Distribution	.157	.025	.198	6.245	.000*	yes
Promotion	.074	.021	.104	3.491	.001*	yes
Personal	.212	.031	.238	6.748	.000*	yes
Procees	.099	0.30	.115	3.336	.001*	yes
Physical characteristics	.059	.019	.087	3.153	.002*	Yes

* Statistically significant at the .05 level.

Compare marketing mix factors that influence the decision to use import-export agent companies. It was found that the marketing mix factors Product side (Sig = .000), price side (Sig = .000), distribution channel side (Sig = .000), marketing promotion side (Sig = .001), personnel side (Sig = .000), service process side. (Sig = .001) and physical characteristics (Sig = .002) influence the decision to use the services of import-export agent companies. at the statistical significance level of 0.05, respectively

5. Summary of Results, Discussion of Results, and Recommendations

A study of marketing mix factors affecting the decision to use import-export agent companies. have a purpose to study the marketing mix factors in using the services of import-export agent companies. To study the decision to use the service of an import-export agent and compare the decision to use the service of an import-export agent. Categorized according to personal information and studied marketing mix factors that affect the decision to use import-export agent companies. A questionnaire was used as a tool to collect data from a sample of 400 people. Statistics used in data analysis included percentages, averages, and hypothesis testing. By using t-test statistics, ANOVA analysis using F-test, (One-way ANOVA) and Multiple Regression Analysis. From the results of data analysis can be summarized as follows.

Summary of Recommendations received from the Study

From the study, there are suggestions for entrepreneurs of import-export agent companies as follows:

Product side The results of the study found that the marketing mix factors Product side It influences the decision to choose the service of an import-export agent. Entrepreneurs should have a guarantee of service

time, such as a clear time period for product delivery. Including providing services that contribute to the company's reputation and maintaining the standard service level of import-export agent service providers. In order to maintain the old customer base and also attract new customers to become more interested in choosing our services.

Price aspect: The results of the study found that the marketing mix factor, price aspect, has an influence on the decision to choose the services of an import-export agent company. Consumers clearly care about the price of services and the price that is appropriate for the service. Entrepreneurs should set prices to be flexible, such as encouraging consumers to purchase large quantities of products at a time. or having the service repeated next time as a privilege to receive a discount on the price of the service

Distribution channel The results of the study found that the marketing mix factors Distribution channel Has influence in choosing the services of import-export agent companies. Entrepreneurs should pay attention to the number of sub-centers to provide services covering all areas and should add a variety of contact channels for consumers for speed in answering questions and problems. To create impressive services for consumers

Marketing promotion The results of the study found that marketing mix factors Marketing promotion Has influence in choosing the services of import-export agent companies. Entrepreneurs should have public relations or advertising through various media channels and have marketing promotions for consumers to attract attention. and give discounts to consumers when they subscribe

Personnel aspect: The results of the study found that the marketing mix factor, personnel aspect, has an influence on the selection of import-export agent services. Entrepreneurs should develop employees to have knowledge. Expertise in customs procedures to provide services that meet the needs of consumers.

Service process The results of the study found that marketing mix factors Process side Has influence in choosing the services of import-export agent companies. Entrepreneurs should provide accurate services in every step of customs formalities. To be able to deliver products at the specified time and place. Notify service users when there is damage to the product or delivery is not made on time, including Bring information technology to increase service efficiency.

Physical characteristics The results of the study found that marketing mix factors Physical Characteristics It is important to choose the service of an import-export agent company. Entrepreneurs should build trustworthiness in providing services to consumers by organizing areas. The service location is appropriate. To create a good image of the organization

Suggestions for Next Study

This study is a study of marketing mix factors that affect the decision to choose the service of an import-export agent using a sample group of 400 only. The decision to choose to use the service of an agent. The import and export of each population may have different ideas. If you want to study the decision to choose the services of import-export agent companies of other sample groups, additional studies should be done. There should be an in-depth study. By combining qualitative studies with quantitative studies and other variables such as problems received from service use. or suggestions after using the service, etc.

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