

Factors Affecting Decision making Buy Products from Construction Materials Stores Customers at Thip Steel Shop

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Abstract: Study of Factors that affect customers' decision to purchase products from construction material stores at Thip Steel Shop. It is intended for educational purposes. 1) Marketing mix factors in the purchase of construction material products by customers at Thip Steel Shop. 2) The decision to purchase construction material products of customers at Thip Steel Shop. 3) Compare the decision to purchase construction materials of Thip Steel customers classified according to personal information. 4) Marketing mix factors that affect the decision to purchase construction material products of customers at Thip Steel Shop. A sample of 400 people was selected using a questionnaire as a tool for the study and processed using statistical percentages, mean t-tests, ANOVA analysis using F-test, (One-way ANOVA) and Multiple Regression Analysis.

Select famous and reliable product brands so that buyers feel worthwhile and receive good quality products. In terms of price, entrepreneurs should set prices that are appropriate to the quality of the products. Can negotiate price and give discounts in case of purchasing in large quantities or purchasing frequently Facilitate payment through a variety of channels In terms of distribution channels, entrepreneurs should choose a location to locate their store in a community with convenient transportation. Set a clear and appropriate opening date and time. supplemented with phone or online ordering services and Marketing promotion Entrepreneurs should advertise their stores in an appropriate format. Promotional activities provide incentives for purchasing decisions with product guarantees.If there is a problem, you can return or exchange it. and delivery service to customers without shipping costs if the purchase amount is as specified

Keywords: Marketing, Mix, Customer Purchasing, Decisions, Construction Materials

1. Introduction

The economic growth in Thailand is good and tends to grow continuously. (Rigg,1995) Trade is one of the main factors that are important and have been the drivers of the Thai economy since ancient times by bringing products obtained from Cultivated and traded and exchanged goods until the present day. It has been modified to grow and be more modern, resulting in a department store. (Dixon,1998) Many shops and companies One of the important trade industries in Thailand is the retail business. by Thailand's retail business with hundreds of billions of baht of customers Help drive the Thai economy causing continuous investment in the retail business virus outbreak COVID-19 that has affected the Thai economy Including important trading partners that export and import construction products and materials, such as China and ASEAN countries. It also causes delays in the transportation of goods and construction equipment both

within and between countries. (Tongzon, 2005) As a result, decisions to expand or repair homes must be postponed to avoid meeting people and coming out to buy various items outside the home, causing sales of products and construction materials to falter. Including relying on customers with not very high purchasing power. This is a group that has been affected by the recent economic stagnation, such as being laid off. and reducing salaries/wages, etc., resulting in a continuous trend of business stagnation from the above information (Easterly,1994)

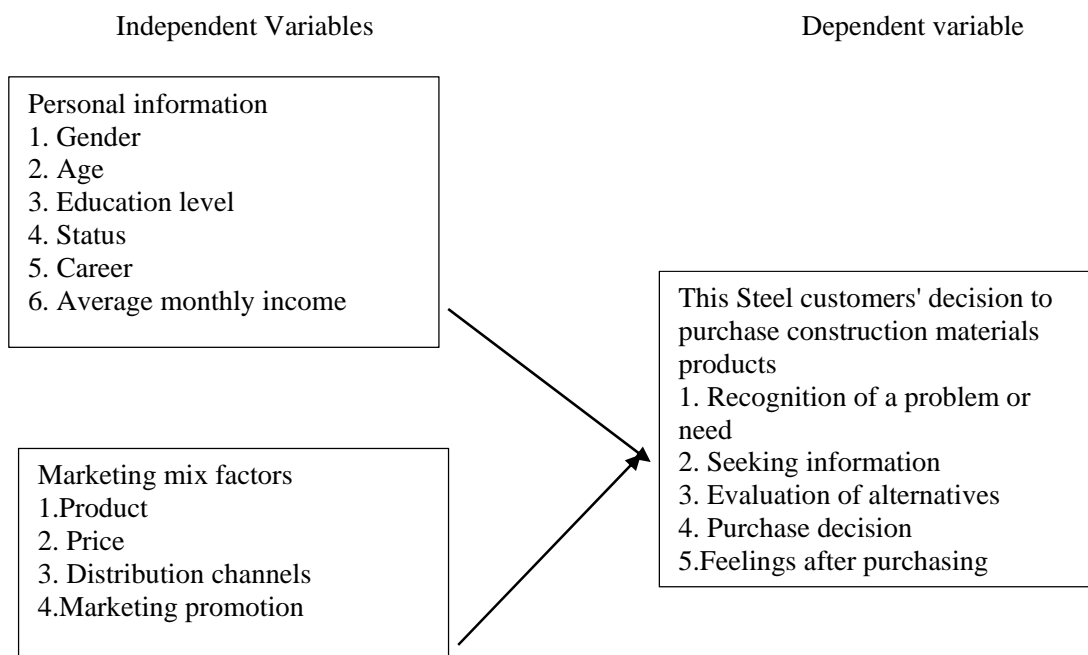
The researcher is interested in studying customers' purchasing decisions at construction materials stores in Bangkok. (Rachmawati,2019) This is so that those who are interested or construction material business operators can apply. (Li, Et al 2003). the results from researching this content in planning their business's marketing plans to be more efficient and effective.

2. Objectives of the Study

To study the marketing mix factors in the purchase of construction material products by customers of Thip Steel Shop. To study the decision to purchase construction material products by customers of Thip Steel Shop.

Conceptual Framework for Education

From the above research The researcher used the theory of 4P marketing mix factors to summarize and integrate them into a conceptual framework to study the factors affecting the decision to purchase construction materials products of customers at Thip Steel Shop.



Kotler, P. (2003).

Research Methodology

Study of factors affecting the decision to purchase construction materials products of customers at Thip Steel Shop. The objective is to study the marketing mix in purchasing construction material products. The decision to purchase construction materials of customers at Thip Steel Shop To compare the decision to purchase construction materials of Thip Steel customers classified according to personal information. Marketing mix factors affecting the decision to purchase construction material products of customers at

Thip Steel Shop. Data from a study of entrepreneurs who sell Construction materials can be used as a guide. In developing the sale of construction material products 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 were buyers of construction materials from Thip Steel Shop. This study Use (Cochran,1954)

calculation of sample size without knowing the exact population at a confidence level of 95% as follows.

$$n = (.50)(1-.50)(1.962)^2/ (.052)$$

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

$$n = .9604 / .0025$$

$$n = 384.16$$

3. Study Results

Study of Factors that affect customers' decision to purchase products from construction material stores at Thip Steel Shop. The population used in the study were customers of Thip Steel Shop. Using 400 sets of questionnaires. It is a tool for collecting data and 400 sets were returned, accounting for 100 percent. The results of the study are divided into 4 parts as follows. Results of data analysis using statistics comparing marketing mix factors affecting the decision to purchase construction materials products of customers at Thip Steel Shop. The results of the comparative data analysis are summarized in the table.

Marketing mix factors that influence the decision to purchase construction material products of customers at Thip Steel Shop.

Marketing mix factors		Std.		
Test	B Error	Beta t	Sig	
(Constant)		3.112		.196
15.872	.000*	Yes		
Product		-.174	.031	-.233
-5.519	.000*	Yes		
Price		.146	.023	.276
6.211	.000*	Yes		
Distribution		.098	.021	.208
4.703	.000*	Yes		
Promotion		.233	.028	.349
8.363	.000*	Yes		

* Statistically significant at the .05 level (2-tailed)

From the results of the analysis of marketing mix factors that influence the decision to purchase construction materials products of customers at Thip Steel Shop. It was found that the product side, price side, and distribution channel side Marketing promotion Influences the decision to purchase construction materials of Thip Steel customers. Statistically significant at the .05 level.

4. Conclusion

A study of factors affecting customers' decision to purchase products from construction material stores at Thip Steel Shop. The objective is to study the marketing mix factors in the purchase of construction material products by customers at Thip Steel Shop. The decision to purchase construction materials of customers at Thip Steel Shop Compare the decision to purchase construction materials of customers at Thip Steel Shop classified according to personal information. Marketing mix factors that affect the decision to purchase construction material products of customers at Thip Steel Shop. Using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using One-Way ANOVA and Multiple Regression Analysis, the results of data analysis can be summarized as follows.

Personal Information

From the study it was found that Most of the respondents were male, aged 50 years and over, occupations were construction contractors. Education level: Bachelor's degree, average monthly income 20,001-30,000 baht Information about marketing mix factors in purchasing products from construction materials stores by Thip Steel customers.

From a study of data on the importance of marketing mix factors in the purchase of products from construction materials stores by Thip Steel customers. It was found that the product side, price side, and distribution channel side Average marketing promotion Overall, the marketing mix factors are at a very important level. The details are as follows:

Product side Results from the average study are included at the highest level of importance. The details of importance are as follows: 5 items are at the most important level, consisting of steel that has quality that meets industry standards by looking at standard seals such as TIS. The number of queues of stone and sand has actual standards. Electrical equipment has a quality certification mark. The quality of construction materials is reliable and there are many types of cement to choose from according to your needs.

In terms of price, the results from the average study are included at a very important level. There are very important details as follows. At the most important level, one item is that the price of the product is appropriate to the quality of the product. Two items are at a very important level, consisting of: having a price that can be negotiated There are special prices in the case of purchasing a large amount of products and are at a medium level of importance. Two items are various payment methods and credits are provided, respectively.

Distribution channels Results from the mean study were included at a high level of significance. And when considering the level of importance Three items are at a very important level: the store is close to home or work, open every day, no holidays, and the store has opening and closing times that are convenient for using the service. and at a moderate level, 1 item consists of online ordering service, respectively.

Marketing promotion Results from the mean study were included at a high level of significance. And when considering the level of importance There are 4 items at a very important level, including: There is a product warranty if there is a problem. Home delivery is available when the quantity shown is purchased. Giving advice from the store And there are free gifts when purchasing products in the specified quantities, respectively.

Suggestions from the Study

From a study of factors affecting customers' decision to purchase products from construction material stores at Thip Steel Shop. The researcher has the following suggestions: Product side Entrepreneurs should pay attention to choosing quality products that meet industry standards and sell them in a variety of stores. Select brands that are famous and reliable so that buyers feel worthwhile and receive good quality products.

In terms of price, entrepreneurs should set prices that are appropriate to the quality of the product. Can negotiate price and give discounts in case of purchasing in large quantities or purchasing frequently Facilitate payment through a variety of channels

In terms of distribution channels, entrepreneurs should choose a location to locate their store in a community with convenient transportation. Set a clear and appropriate opening date and time. Supplemented with telephone or online ordering services.

Marketing promotion Entrepreneurs should advertise their stores in an appropriate format. Promotional activities provide incentives for purchasing decisions with product guarantees. If there are problems, they can be returned or exchanged. and delivery service to customers without shipping costs if the purchase amount is as specified

Suggestions for Next research

In the next research, data collection should be increased with interviews so that the research has information and a diverse population sample. By using other data collection methods such as in-depth interviews, group discussions, etc., clearer and more comprehensive information will be obtained.

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