

## Deciding to Use Transportation Services Federal Express Company (Thailand)

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**Abstract:** Studying the decision to use transportation services of Federal Express (Thailand) Company has the objective. To study the marketing mix factors in the transportation services of Federal Express (Thailand) Company. To study the decision to use the transportation service of Federal Express (Thailand) Company to compare the decision to use the transportation service of Federal Express (Thailand) Company. Federal Express Company (Thailand) classified by establishment information and to study the marketing mix factors in the use of transportation services. That affects the decision to use the services of Federal Express (Thailand) Company. The population used in the study is the establishments that use the services of Federal Express (Thailand) Company, data as of 20 June 2022, numbering 400 people.

Using a questionnaire as a tool for the study. and process the collected data using percentage statistics, averages, and hypothesis testing. By using T-test and One way ANOVA statistics and if it is found that there are differences The test will be done in pairs using LSD and Multiple Regression Analysis. The results of the study found that There were a total of 400 respondents. Most of them are employees who order medical equipment products. Has a business operation period of 6-10 years, has a registered capital of 11-20 million baht, has a frequency of using the service 11-15 times per month, and uses air transportation services.

Suggestions from the study results In terms of products Service providers should provide services that make service recipients feel convenient and fast. Keep up with demand Transportation is safe with a strict system in place. Service with transport vehicles is in good condition. Readiness to provide service in terms of price, the service provider should clearly set the price of the transportation service to be worthwhile in using the service, appropriate to the quality. Facilitates a variety of payments. In terms of distribution channels The service provider should prepare enough service vehicles to provide the service. You can contact us in many ways. both at the office and through other contact channels. In terms of personnel, service providers should develop service provider employees to be capable. Expert in providing services. the service is provided with good manners Provide services to users equally without discrimination. in the process The service provider should Organize a standardized service system Providing services with speed and accuracy to build confidence in service recipients and in terms of physical characteristics. Service providers should prepare tools and equipment used in providing services. to be in ready-to-use condition Present an image of service that builds trust with service recipients.

**Keywords:** Marketing Mix, Service Decision, Transportation Service

## 1. Introduction

Logistics is very important to the country's economy and the entrepreneurs who conduct business. Because it supports the transport of goods that are important to trade activities. Concerning the movement of goods from producers to consumers. As a result, the moving agent business has expanded more and more. Considered from economic value About international trade in 2023 (Richards, & Grinsted, 2024) The value of international trade grew at a rate of 27.29 percent. However, due to the recent coronavirus 2019 (COVID-19) situation, the e-commerce business (E-commerce) has continued to expand. This is a result of changes in consumer behavior that increasingly favor ordering products via online platforms, increasing the demand for Door-to-Door transportation. Last-mile Delivery has increased, resulting in the e-Commerce business continuing to grow. causing an impact on the logistics business Especially the international express parcel delivery business. Continued high growth has attracted more logistics service providers to invest (Semerádová, & Weinlich, 2021) international trade (International trade) is the exchange of capital, goods, and services across international borders. The economic reason why countries in the world trade with each other is because there is no country. Able to produce all products and services completely and adequately to meet the needs of domestic consumers. Although some countries have the capacity to produce all kinds of products, production costs may be higher. which is not worth the investment The fact that each country produces only the products for which it has expertise or advantages is therefore worthwhile and beneficial to all countries together. Therefore, international trade occurs and is considered a division of labor between countries. according to the expertise of the people Natural resources and climate in each country, which is the most efficient use of the world's resources. (Gandolfo, & Trionfetti, 2014)

From the above information, the researcher is interested in studying the decision to use the transportation service of Federal Express (Thailand) Company. To use the results of the study as guidelines for planning. Improve transportation services to be in line with the needs of service users. and consistent with organizational policy Increase competitiveness to be able to compete in the current situation.

## 2. Objectives of the Study

To study the marketing mix factors in the transportation services of Federal Express (Thailand) Company. To study the decision to use transportation services of Federal Express (Thailand) Company.

### Study Assumptions

Establishment information information different Affecting the decision to use the transportation services of Federal Express (Thailand) Company. Different marketing mix factors in the use of transportation services influence the decision to use the services of Federal Express (Thailand) Company.

### Scope of study

Content: Study of decision to use transportation services of Federal Express (Thailand) Company. Based on Philip Kotler's marketing mix theory, which consists of product aspect (Product), price aspect (Price), distribution channel aspect (Place), marketing promotion aspect (Promotion), people aspect (People), process aspect (Process) and physical characteristics aspect (Physical evidence) and decision theory of Kotler (Kotler, 2012) consists of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Purchase Behavior. (Kotler, 2012) The population and sample used in the study were transportation users of the Federal Express (Thailand) Company, which had a population of 400 people. A sample of 200 people was selected. Study period Starting from June 2022 – September 2022

### 3. Concepts, Theories, and Related Research

A study of the decision to use transportation services of Federal Express (Thailand) Company. The researcher studied related documents, concepts, theories, and research. To be used to set the conceptual framework and guidelines for the study as follows:

#### Marketing Mix Theory Definition of Marketing Mix

Marketing mix theory Definition of marketing mix Anderson, Fomell & Lehmann defined the marketing mix as: A well-matched combination of pricing. Promotion Products offered for sale and distribution system which has been designed to reach the desired consumer group

Physical characteristics refer to concrete things. that can recognize or visible By using service quality as a measurement.

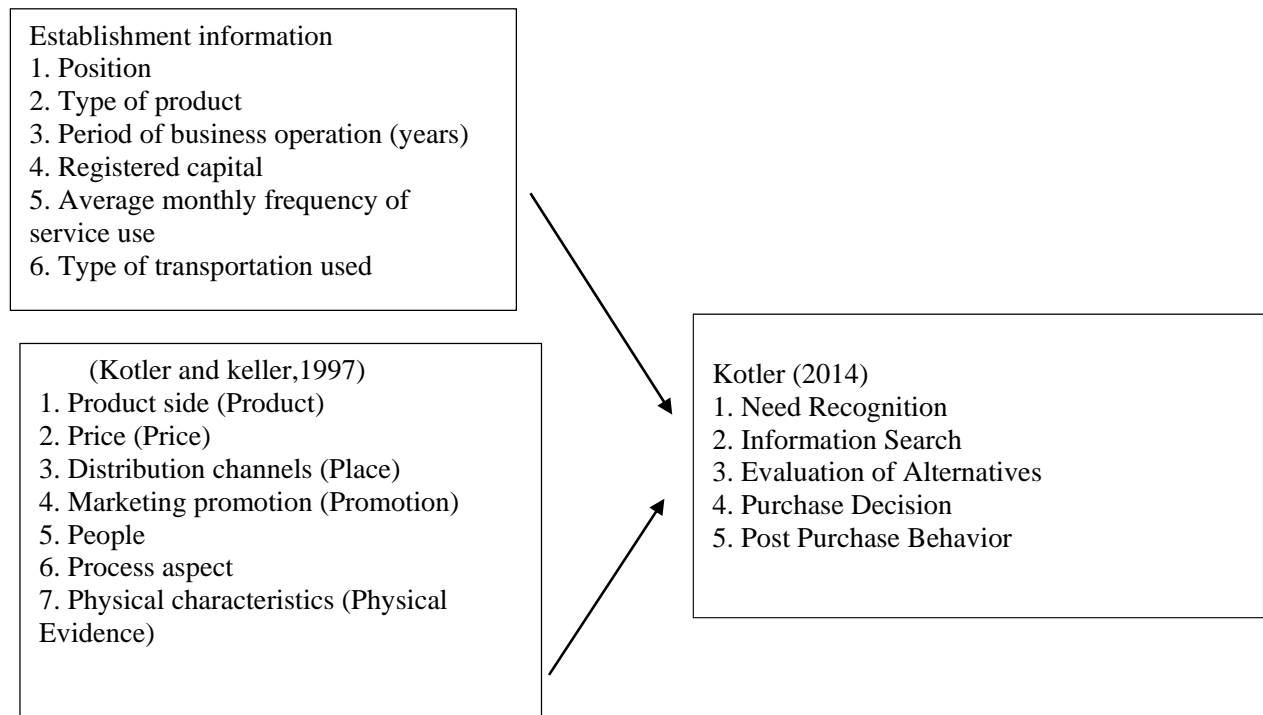


Kotler, Et al (2015).

### 4. Conceptual Framework

From the above research The researcher relies on the 7P's theory of marketing mix factors and the decision to use the service, summarizing and coordinating it as a conceptual framework for studying the marketing mix factors that affect the decision to use the transportation service of Federal Express (Thailand) Company as follows:

### Initial variable



### Research Methodology

The study of the decision to use the transportation service of Federal Express (Thailand) Company has the objective of studying the marketing mix factors in using the transportation service of Federal Express Company (Thailand). (Thailand) The decision to use the transportation service of Federal Express (Thailand) Company. Compare the decision to use the transportation service of Federal Express (Thailand) Company, classified according to the information of the establishment. and marketing mix factors in the use of transportation services that affect the decision to use the services of Federal Express (Thailand) Company In order to use the results of the study as a guideline for improving service to meet the needs of service users in order to increase the number of service users, Federal Express (Thailand) Company has determined the methods for the study as follows.

### Population and sample used in the study

The population used in the study is the establishments that use the services of Federal Express (Thailand) Company, data as of 20 June 2022, numbering 400 people. This study Use the calculation of sample size according to the concept of Taro Yamane (Yamane, Taro, 1973, at a confidence level of 95% as follows.

$$\text{Formula } n = N / (1 + Ne^2)$$

where  $n$  = sample size

$N$  = number of population used in the study

$e$  = acceptable error (Here it is set to be equal to 0.05)

$$n = (400) / (1 + 400 (0.05)^2)$$

$$= 200 \text{ samples}$$

In the calculation, there will be a sample size of 200 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study investigators chose to use a sample total of 30 people.

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Study of “The decision to use the transportation service of Federal Express (Thailand) Company, the sample group studied There are 200 establishments that use the transportation services of Federal Express (Thailand) Company. It was a tool for collecting data and 200 sets were returned, accounting for 100 percent. The results of the study were divided into 5 parts as follows. Shows results of analysis of marketing mix factors that influence the decision to use transportation services of Federal Express (Thailand) Company.

Marketing Mix	B	Std		Beta	t	Sig.	Test
		Error					
(Constant)	.41	.14			2.86	.005*	
	1	4			2		yes
Product	.04	.06		.044	.784	.434	no
	8	2					
Price	.03	.06		.033	.510	.611	no
	0	0					
Distribution channel	.05	.07		.057	.783	.435	no
	5	1					
Marketing promotion	-.0	.06		-.053	-.775	.440	no
	47	1					
Person side	.21	.05		.242	3.63	.000*	yes
	2	8			6		
Process side	.19	.06		.207	3.05	.003*	yes
	0	2			1		
Physical characteristics	.38	.05		.435	6.90	.000*	มี
	0	5			2		

\* Statistically significant at the .05 level.

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

Studying the decision to use transportation services of Federal Express (Thailand) Company has the objectives 1) To study the marketing mix factors in the use of transportation services of Federal Express (Thailand) Company. 2) To study the decision to use transportation services of Federal Express (Thailand) Company. 3) To compare the decision to use transportation services of Federal Express (Thailand) Company, classified according to establishment information 4) To study the marketing mix factors in transportation services. That affects the decision to use the services of Federal Express (Thailand) using 200 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, one-way ANOVA and multiple hypothesis testing. Regression Analysis From the results of data analysis can be summarized as follows.

### **Suggestions from the study**

Product side Service providers should provide services that make service recipients feel convenient and fast. Keep up with demand Transportation is safe with a strict system in place. Service with transport vehicles is in good condition. Ready to serve In terms of price, the service provider should clearly set the price of the transportation service to be worthwhile in using the service and appropriate to the quality. Facilitates a variety of payments

Distribution channel The service provider should prepare enough service vehicles to provide the service. You can contact us in many ways, both at the office and through other contact channels. Marketing promotion Service providers should publicize their services to target groups and organize appropriate promotional activities to create motivation in deciding to use the services.

In terms of personnel, service providers should develop service provider employees to be capable. Expert in providing services and the service is provided with good manners Provide services to service users equally without discrimination. Process side The service provider should Organize a standardized service system Provide services with speed and accuracy to build confidence in service recipients.

Physical characteristics Service providers should prepare tools and equipment used in providing services. to be in ready-to-use condition Present an image of service that builds trust with service recipients.

### **Suggestions for next study**

In the next study, it should be studied using interviews in order to gain insights into the development of the quality of freight transport services to the satisfaction of service users. The sampling source should be increased to cover businesses that use the service.

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