

# An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration Marketing

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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. 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

At present, the trend of logistics industry in Thailand continuously growing according to changing economic, social, and environmental conditions. Moreover, the logistics service business is important for development. The Thai economy can strengthen its competitive potential. and add economic value to other businesses, which will cause economic expansion and increase income for the country Logistics service providers in the market ( Banomyong, & Supatn, 2011)

The global industry tends to continue to increase and has a variety of forms of service and plays an important role in the economic development of the country. Because the business of providing logistics services includes the business of providing

transportation and loading and unloading services. Warehouse service Customs formalities representative business and international transportation management business Covers the movement of goods and services Product storage Providing services to trade businesses, production, exports and all types of services. In addition, service efficiency of general logistics service providers for companies exhibiting at trade shows in the machinery industry and metalworking technology good relationship. ( Porter, 1986)

Reputation of the service provider as well as experience and Motivation in providing services between logistics service providers, operators, service recipients and other stakeholders. in all logistics activities Focus on the objective of enhancing efficiency. Facilitating convenience in freight Accounting and Finance Exchange of information databases within the supply chain ( Jia, et al 2020)

The quality of logistics services is the mechanism. In driving economic growth and giving Thailand a competitive advantage among ASEAN countries.

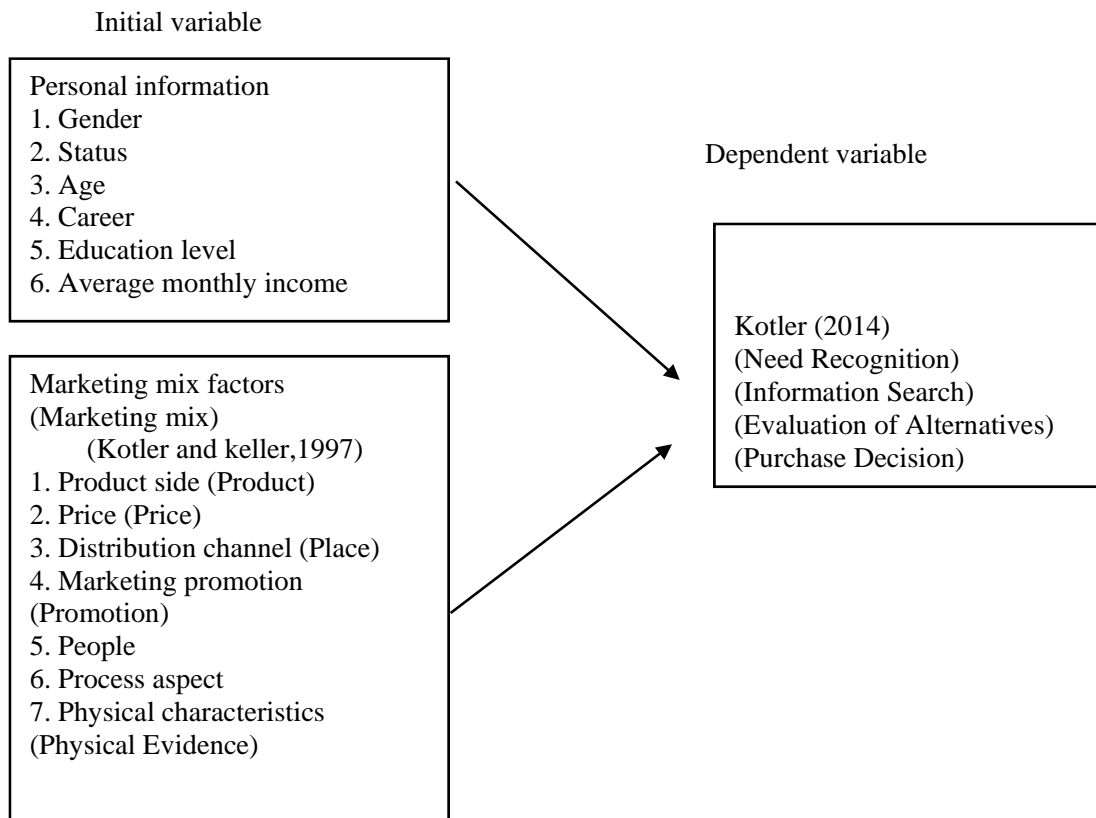
(Tongzon, 2007) The logistics service providers therefore play an important role and the part of supply chain to support various processes in the supply chain of goods and services ( Ellram, 2004) such as moving and flow activities, which are related to logistics efficiency, such as Reduce operating costs maintaining relationships Returning to use the service again between service providers and customers as well as strengthening Service quality efficiently Especially businesses related to exhibitions and An international exhibition with limited logistics strategies Logistics 4.0 and service quality From such information, the researcher is interested in studying the decision to use logistics services. and transportation of the company in Industrial Park 304 in order to use the results of the study as guidelines for improving services in order to increase the number of people using logistics services. and transportation of the company in the industrial park area 304 Objectives of the study To study the marketing mix factors in the use of logistics services. and transportation of the company in the industrial park area 304 To study the decision to use logistics services. and transportation of the company in the industrial park area 304

## **2. Scope of Study**

Content: Study about marketing mix factors that affect the decision to use logistics services. and transportation of the company in the industrial park 304 using 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, 2014) consists of Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post Purchase Behavior. ( Kotler, 2012)

## **3. Conceptual Framework for Education**

From the above research The study has relied on the 7P's marketing mix theory and decision theory. Summarized and coordinated into a conceptual framework. In the study of marketing mix factors affecting the decision to use logistics services. and transportation of the company in Industrial Park 304 as follows



A study of marketing mix factors affecting the decision to use logistics and transportation services of companies in the 304 industrial park. have a purpose To study the marketing mix factors in the use of logistics services. and transportation of the company in the industrial park area 304 Deciding to use logistics services and transportation of companies in industrial parks 304 comparing decisions to use logistics services and transportation of companies in industrial park 304 classified according to personal information Marketing mix factors that affect the decision to use logistics services and transportation of the company in the industrial park area 304 Use the results from the study as guidelines for improving services to increase the number of people using logistics services. and transportation of the company in the 304 Industrial Park area, the study method has been determined as follows.

#### 4. Study Results

A study of marketing mix factors affecting the decision to use logistics and transportation services of companies in 304 industrial parks. The sample group studied included users of logistics services. and transportation of the company in Industrial Park 304 using 110 sets of questionnaires as a data collection tool and 110 sets were returned, accounting for 100 percent of the questionnaires.

Marketing mix factors influence the decision to use logistics services and Company transportation in Industrial Park 304

Marketing Mix	B	Std. Error	Beta	t	Sig.	test
(Constant)	2.164	.390		5.545	.000	
(Product)	.138	.061	.205	2.247	.027*	yes
(Price)	.036	.064	.055	.564	.574	no
(Place)	.101	.068	.150	1.491	.139	no
(Promotion)	-.037	.071	-.055	-.520	.604	no
(People)	.189	.075	.309	2.509	.014*	yes
(Process)	.020	.068	.034	.296	.768	no
Physical Evidence	.043	.074	.065	.583	.561	no

01 (2-tailed)

.05 (2-tailed)

Marketing mix factors Influence the decision to use logistics services. and transportation of the company in Industrial Park 304, it was found that the product side (Product) and the people side (People) have an influence on the decision to use logistics services. and transportation of the company in Industrial Park 304 with statistical significance at the .05 level.

### Summary of Results

The study of marketing mix factors affecting the decision to use logistics and transportation services of companies in the 304 Industrial Park has the objective of studying the marketing mix factors in using logistics services. and transportation of the company in the industrial park area 304 Study the decision to use logistics services and transportation of companies in industrial parks 304 comparing decisions to use logistics services and transportation of the company in the industrial park area 304

Classified according to personal information and study marketing mix factors that affect the decision to use logistics services. and transportation of the company in the industrial park area 304 Using 110 sets of questionnaires as a tool for collecting data and using statistics for analysis. Data is percentage, average, hypothesis testing using t-test, (One-Way ANOVA) and Multiple Regression Analysis. From the results of data analysis can be summarized as follows.

### Discussion of Results

From the study of marketing mix factors that affect the decision to use logistics services. and transportation of companies in the industrial park area 304. The researcher has the following issues to discuss:

### Suggestions Received from the Study

This study revealed the marketing mix factors that affect the decision to use logistics services. and transportation of the company in Industrial Park 304, which can be used as a guideline in deciding to use logistics services. and transportation of the company in Industrial Park 304. The researcher has suggestions for benefit as follows: On the product side, logistics and transportation service business operators should give importance to insuring their parcels in an appropriate amount. In the event that the product is damaged There is packaging suitable for the type of product, covering all types of products.

There is a service for requesting import licenses from all agencies, such as the FDA, NBTC, NBTC, PDRC, etc. There is a service for transporting all types of goods. Including customs clearance services for all types of products. Price: Logistics and transportation business operators should set service rates that are

appropriate and worth using the service. Price levels vary according to type of service, according to weight and according to distance.

Regarding distribution channels (Place), logistics and transportation service business operators should be located in a location with convenient transportation. There are branches covering service areas throughout Thailand. There are a variety of service channels.

Marketing promotion (Promotion) for logistics service business operators and transportation should be advertised through media that reaches target customers. Organize promotional activities in a way that motivates the use of services by both new and old customers.

People: Logistics service business operators and transportation should train employees to have knowledge Ability to provide user-friendly services, help and advice Solve problems for customers equally without discrimination.

Process aspect: Logistics service business operators and transportation should organize a service system that is standardized Provide fast, accurate service and inform customers of the processing time.

Physical characteristics (Physical Evidence) logistics service business operators and transportation should provide tools and equipment used in the service and maintain it in a ready-to-use condition Decorated to divide the service area into beautiful proportions. Service vehicles are branded with logos. The company name is clear to create an image that is trustworthy among customers.

### **Suggestions for next Study**

Analysis of the importance of digital factors and technology in the marketing mix of service businesses. Further research into how road freight businesses can use digital technologies such as online platforms, social media or mobile applications. To improve the marketing mix and increase efficiency in communication and attracting customers

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