



Factors of marketing mix has a behavior to buy Tea drink

Mr. Benjarong Panpob, Tosaporn Mahamud

Graduate School of Kasembundit University, Bangkok

ABSTRACT

Education Marketing mix factors affecting the buying behavior of the tea shop Salay The objective is to study consumer behavior, purchase of beverages, tea salons. The population of the study is the general person who uses the tea shop Salay. Select 385 samples by using questionnaires as educational tools. And the collected data is processed using statistical percentage and Chi-Square and Regression.

The study indicated that Most respondents are male. Younger than or equivalent to 25 years of professional students / students Bachelor's degree or equivalent Average income is less than or equivalent to 10,000 baht. The main objective of buying is to solve the thirst for the type of drink that is regular. Cold drink type The type of drink is milk. Most like to drink it and concentrated it. Most of the time of purchase is uncertain. Duration of purchase 2 - 3 glasses per week

The decision to buy because of the taste Opinions on marketing mix factors that affect the purchase of beverages. The tea shop, Payom consists of products, prices, distribution channels and marketing promotion in the whole of the marketing mix. Is very important Consisting of product, price, overall picture, at the most agreed level In terms of marketing promotion, the overall picture is at a very agreeable level. In terms of distribution, the overall picture is very agreeable. Different personal factors Affecting the buying behavior of tea shops, sal salons are different Marketing mix factors in distribution price Is related to the behavior of buying tea sal Significantly at the level of 0.05

Suggestions from the study results Used as a guideline for the development of tea shop services, sal, and the decision to buy tea sal. Product Must choose quality ingredients that will make Sal tea drinks have a good taste and smell of the beverage. Price should set the price of sal tea to suit the quality and taste. Distribution Should give priority to the location to be clearly visible Marketing promotion The menu of drinks should be developed to be consistent with the needs of customers, and should promote sales, such as collecting stamps to exchange free drinks as an incentive for customers.

Keywords: *demographic data, marketing mix factors (4Ps), buying behavior for sal tea*

Introduction

FranchiseBrand owner is "UraiwaiTrichan" Southern girl from Phatthalung province Sparking brand building with the fact that the person who likes to drink tea is the original capital Which shop is that loud? Which shops are delicious, often roam and drink, try and taste From the liking, it translates to the idea of having a tea recipe of its own

Therefore began to try and try to be applied to become a tea recipe of his own and try to make the family and the people around to taste and make sure that it was correct and then decided to open their own shop by using the brand name "Cha Phayom" which is The name comes from the Phatthalung province tree. Tea Phayom opened its first branch in Hat Yai, Songkhla Province.

Since presently staying in Hat Yai, therefore, chose to open the first branch there by selling the first day up to 1,000 baht, passed 15 days, became quickly known. There is an increase in profits from 4,000 to 5,000 baht per day. The outstanding franchise of Sala tea franchise. Is at the difference of taste That adjusts to concentration With the aroma of tea Use the raw materials well

For example, the tea that is used is a genuine tea that is important, not focused on water, because it will make the taste not too sweet. In addition, the price is important because it focuses on selling at a cheap price. The same price for every menu is 25 baht, whether it is iced tea, green tea, cocoa, cold black tea, lemon tea, fresh milk, ovaltine, mocha, iced tea, sal, etc. When speaking to each other, mouth-to-mouth. Making it even more well-known and popular drinking, causing the business to expand in the form of franchises In which to create a franchise



Also taking into account the quality and taste that must be the same taste as her recipe With the attention and friendliness of the franchisees People contacted to buy franchises until now, even in large cities like Bangkok. Tea Phayom was able to create a branch to open a franchise.

From the aforementioned history Therefore, the researcher is interested in studying the marketing mix factors affecting the purchasing behavior of Salay tea in order to use the information as a guideline

Research objectives

1. To study consumer behavior, buying beverages, tea salons
2. To study the marketing mix factors affecting the buying behavior of the tea shop Salayom

Research hypothesis

1. Different personal factors affect the buying behavior of different tea salons.
2. The marketing mix factors affect the buying behavior of the tea shop Salay.

Research Method

The study of marketing mix factors affecting the buying behavior of the tea shop Salayom The objective is to study consumer behavior, purchase of beverages, tea salons. Data from the study to use the information obtained from the study to be used as a guideline for the development of the service of Salaya Tea Shop. Have determined the methods of study as follows

Population and sample

The population used in this study is the general person who uses the salay tea shop. Which does not know the exact population as follows: The sample size can be calculated from the formula that does not know the sample size of W.G.Cochran by determining the confidence level of 95 percent and the level of error of 5 percent.

Data collection

The researcher collected data from research studies from various sources including textbooks, documents and other research results. associated And from the questionnaire response Of the target group And get back to yourself Carry out the examination To ensure that the questionnaire is complete and able to be analyzed further

Data analysis

Processed data from the questionnaire by computer program by looking at percentage and average (Mean) Microsoft Excel, which is a ready-made program for creating pie charts and bar charts with words Explain the result And bring the results from the chart to present to analyze according to the characteristics of various variables

Research result

- Part 1 Summary of the analysis of demographic factors Most respondents are male. Younger than or equivalent to 25 years of professional students / students Bachelor's degree or equivalent Monthly income Less than or equal to 10,000 baht
- Part 2 Information about consumer behavior in the purchase of tea salons.

From the study, it was found that the buying behavior of the tea shop Salayom Purpose of buying drinks Most respondents buy to solve thirst. The type of drink that is regularly drunk is cold drink type. The type of regular drink is milk. The taste of most drinks is like drinking it and it is concentrated. Most of the time of purchase is uncertain. Duration of purchase 2 - 3 glasses per week The decision to buy because of the taste

- Part 3 Information on marketing mix factors affecting beverage buying behavior, tea shop, Phayom, marketing mix factors affecting beverage buying behavior, Phayom tea shop consists of products, prices, distribution channels and Marketing promotion in the overview of marketing mix Is very important The details are as follows



- Product

The overall picture is very important. There are 2 levels of importance that are important, consisting of quality of raw materials. The taste and smell of the drink Followed by having a significant level Is in a very important level 3 items consisting of suitability for the packaging size The beauty of the beverage packaging Variety of drinks

- Price

The overall picture is very important. There are 3 important levels of importance in the list. Price is appropriate Reasonable price for taste And the price is suitable for quality and raw materials

- Distribution

The overall picture is very important. There are 3 important levels of importance, consisting of many branches to choose from. Can see the store clearly And the place of cleanliness to use the service

- Marketing promotion

The overall picture is very important. There are 4 important levels of importance in the list, consisting of a new drink recommendation menu. With loyalty cards to exchange free drinks there is a picture showing the drink clearly shown. And the staff introduces new drinks to customers

Hypothesis test results

Hypothesis 1, different personal factors affect the buying behavior of different tea salons. The hypothesis found that

Personal factors, gender, age, occupation, education level And average monthly income Which has different effects on the behavior of buying tea drinks, sal salons that are different With statistical significance at the level of 0.05

Hypothesis 2, marketing mix factors affect the buying behavior of the tea shop Phayom.

Hypothesis found

1. The price, the price, the right price and the taste affect the buying behavior of the tea shop Salayom. Significantly at the level of 0.05
2. Distribution Subject to the cleanliness of the place, the service will affect the buying behavior of the tea shop, Salayom. Significantly at the level of 0.05

Marketing mix factors affect tea buying behavior.

| | B | Std. Error | Beta | t | Sig. | Test |
|--|--------|------------|--------|--------|--------|------|
| (Constant) | 33.108 | 5.455 | | 6.069 | 0.000 | |
| Product | | | | | | |
| The taste and aroma of the drink | -0.262 | 1.766 | -0.013 | -0.148 | 0.882 | no |
| Quality of raw materials | -2.496 | 1.926 | -0.122 | -1.296 | 0.196 | no |
| Variety of drinks | 1.308 | 1.577 | 0.072 | 0.830 | 0.407 | no |
| Beauty of packaging | -1.044 | 2.002 | -0.053 | -0.521 | 0.602 | no |
| Suitability for size | -0.932 | 1.854 | -0.048 | -0.503 | 0.615 | no |
| price | | | | | | |
| Price is appropriate | 1.648 | 1.999 | 0.085 | 0.824 | 0.410 | no |
| Reasonable price for raw material quality | 0.635 | 1.880 | 0.034 | 0.338 | 0.736 | no |
| Reasonable price for taste | 3.540 | 1.632 | 0.188 | 2.169 | 0.031* | yes |
| Distribution | | | | | | |
| There are many branches to choose from. | -0.572 | 1.973 | -0.031 | -0.290 | 0.772 | no |
| Can see the store clearly | 0.644 | 1.830 | 0.036 | 0.352 | 0.725 | no |
| The place is clean and comfortable to use. | 3.363 | 1.751 | 0.174 | 1.920 | 0.049* | yes |



promotion

| | | | | | | |
|---|--------|-------|--------|--------|-------|----|
| With loyalty cards to exchange free drinks | -0.266 | 1.803 | 0.014 | -0.148 | 0.883 | no |
| There is a new recommended drink menu. | 0.965 | 1.772 | 0.050 | 0.544 | 0.586 | no |
| There is a picture showing the drink clearly shown. | -1.329 | 1.728 | -0.071 | -0.769 | 0.442 | no |
| Employees have introduced new beverages to customers. | 2.315 | 1.813 | 0.124 | 1.277 | 0.202 | no |

* Significant level .05 ** Significant level 0.1

The marketing mix factors affect the buying behavior of the beverage. The tea shop, Payom, found that the marketing mix factors in terms of price, price, and taste (Sig = .031) for distribution The place has clean, pleasant to use service (Sig = .049) affecting the buying behavior of the tea shop Salayom. Significantly at the level of 0.05 from the study

The study has suggestions from the study to use the information to be used as a guide to develop the service of tea salons and the decision to buy the tea salaya franchise as follows.

For products, entrepreneurs must choose quality ingredients that will make sal tea drinks have a good taste and smell of the drink.

In terms of price, entrepreneurs should set the price of sal tea drinks to suit the quality and taste. In terms of distribution, operators should give importance to the location to be clearly visible.

In the promotion of marketing, entrepreneurs should always develop a menu of beverages to meet the needs of customers and should promote sales such as collecting stamps to exchange free drinks as an incentive for customers.

Suggestions for further studies

1. Study the brand of beverages that affect the purchasing decision.
2. Study on online marketing patterns of beverages that affect purchasing decisions.

REFERENCES

- Borden, N.H., "The Concept of the Marketing Mix", Journal of Advertising Research, Vol. 4, No. 2, 1964.
 Staudt, T. A., and Taylor, D. A., A Managerial Introduction to Marketing, Prentice-Hall, 1965.
 Kenny-Levick, C., "Consumer Motivations: examples from the grocery trade", British Journal of Marketing, Vol. 3, Spring 1969.
 Stone, G.P., "City Shoppers and Urban Identification: Observations on the Social Psychology of City Life", American Journal of Sociology, July 1954.
 Anderson, R.C. and Scott, R.A., "Supermarkets: Are They Really Alike", Journal of Retailing, Fall 1970.
 Report of the Prices and Incomes Board, No. 52, H.M.S.O. 1968.
 Martineau, P., "The Personality of the Retail Store", Harvard Business Review, 1958.
 Livesey, F., **Brand Loyalty in the Television Rental Market (to be published)**