

# The Analysis of the Relationship Between the Marketing Mix Factors is Related to The Decision to Choose Home Improvement Services in Bangkok

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**Abstract**—Study subject Factors affecting the decision to use the residential extension service in Nong Chok, Bangkok, are intended to be studied. 1) Marketing factors in the choice of residential extension service 2) Deciding to use residential extension services 3) Comparing decisions to use residential extension services 4) Relationships between market factors affecting the decision to use residential extension services 5) Market contribution factors that influence the decision to use residential extension services

On the product side, standardized materials should be used. Capture customer performance to increase the company's credibility and make decisions. On the price side, there should be a quote. Contracts that clarify the details of expenses and information in terms of distribution channels, develop the company's website, and have a staff to receive – respond to customer information on a regular basis. In terms of marketing promotion, the company should be promoted through various channels such as websites or social media, and promotions or special price packages, personnel should be allocated architects, engineers, and staff with knowledge, ability and experience in the service process. Beautiful and modern.

**Keywords**— Factors affecting, Decision, Residence.

## I. INTRODUCTION

Housing is a fundamental factor in human life in general. At present, the number of residences has increased according to the increase in the human population. In addition, the livelihoods of the people have changed according to the development of globalization. which from the results of the census in Thailand The total population in 2016 was 65,931,550 people and the total population in Thailand for 5 years (2012 - 2016) can be seen that the number of people in Thailand is increasing every year.

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It will be found that from 2012 until 2016 there was an average increase of about 1 percent per year of the total population, which the population increased every year, resulting in increased demand for housing as well. The residence or home is the fourth factor that is important to human beings because in addition to being a residence. The house is also like a source of knowledge. The beginning of a good quality of life prosperity and stability in various fields, both personally and socially As a result, the demand for housing, which is a very important factor in life, has increased accordingly. ( Apidechkul, et al 2021)

In the past several years, the housing market situation has been affected by both internal and external economic factors. As a result, the launch of new projects into the housing market and the number of registered completed housing has decreased. While the demand for housing and the number of ownership transfers in Bangkok and its vicinity increased in value. ( Pornchokchai, & Perera, 2005) Up to now, it can be seen that the housing conditions tend to be favorable, consisting of The first economic factor with supply fluctuating with demand. The demand for the type of housing that has changed most clearly and tends to increase is Townhouse type housing, the second factor The government has measures to support the real estate housing market, both in terms of finance and lending. and the last legal factor with a tendency to change the color scheme of Bangkok and its vicinity Development of neighborhoods around BTS stations and connecting. ( Promtes, et al,2019) The Bangkok and its vicinity to be consistent in the development of housing estates located in the city would be comfortable both public utilities and public utilities causing the land price of the project to increase accordingly affecting the size of the house. There must be a smaller land area and more vertical expansion of usable space. This is why the physical condition of the residence cannot respond to the needs of the residents, thus changing the style of the house.

As well as the nature of the use of the space of the house and the surrounding area for the benefit of the residents' space. In this case, due to the fact that the living space is insufficient to meet the needs of residents Therefore, there is a problem of house extension to increase usable space,

such as the addition of the kitchen, living room, addition of the roof structure, etc. Especially such behavior has caused problems in housing estates. There are many negative impacts, consisting of 1) the physical aspect, divided into 3 issues: architecture, structure and image of the project; This makes the atmosphere and living conditions uncomfortable and dense. affecting the quality of life of the residents and may cause problems with neighbors In the case during construction, such as noise, dust and scenery disturbances, etc. 3) Legal aspects, the addition of residential buildings is against the legal requirements of both the Ministerial Regulation No. 55 and the Bangkok ordinances, such as building shortening distances, empty spaces, openings and side spaces. next to the land line, etc.

## II. OBJECTIVES OF THE STUDY

To study the market mix factors in selecting residential renovation services in Nong Chok District, Bangkok to study decision making in selecting residential renovation services. in Nong Chok District, Bangkok

### A. Hypothesis of the study

Different personal data have different decisions to use for home improvement services.

Marketing mix factors are related to the decision to choose home improvement services.

Marketing mix factors influence the decision to choose home improvement services.

### B. Scope of study

In terms of content, a study of marketing mix factors affecting the decision to renovate houses, residential areas in Bangkok and its vicinity. Based on Philip Kotler's Marketing Mix Theory, which consists of Product, Price, Distribution Channels (Place), Promotion, People, Process, and Physical Characteristics. Evidence) and decision theory of Philip Kotler, in which the decision-making process consists of Problem recognition information sources, evaluation of alternatives, purchase decisions and post purchase behavior.

In terms of population, the sample used in the study were people who used to use the service of house renovation in Nong Chok district. Bangkok, 400 people in terms of study period Starting from November 2021 – February 2022

## III. LECTURER REVIEW

Study of Factors affecting the decision to choose home improvement services in Nong Chok District Bangkok The researchers studied documents, concepts, theories and related research. To be used to determine the conceptual framework and guidelines for the study as follows: Marketing Mix Theory Decision Theory Marketing Mix Theory Marketing mix refers to variables or marketing

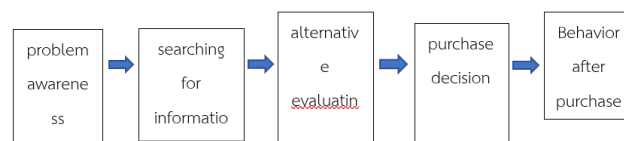
From the aforementioned problems that cause the impact, the studyer therefore chooses to study the physical aspects of the project's image and study the reasons for the addition to increase the external usable area of the townhouse type. to lead to an analysis of physical causes and the needs of the residents To be a recommendation for the development of village projects to support the expansion of external use areas. medium price level in Bangkok and its vicinity

Based on the above information, the researcher is interested in studying the factors affecting the decision to choose the service of house renovation in Nong Chok district. Bangkok To use the results from the study to develop the home improvement business to better meet the needs of consumers. ( Mahamud, & Thongsuk, 2021).

tools that businesses use in fulfilling group marketing objectives. The goal is to meet customer satisfaction originally. The marketing mix consists of only 4 variables (4Ps), namely product (Product), price (Price), distribution channel (Place), and marketing promotion (Promotion). Another 3 variables, namely People, Process, and Physical evidence, are in line with important concepts in modern marketing. especially in the service business It can be called the marketing mix (The Marketing Mix 7Ps), with all marketing tools divided. ( Dominici, 2009)

## IV. DECISION MAKING PROCESS

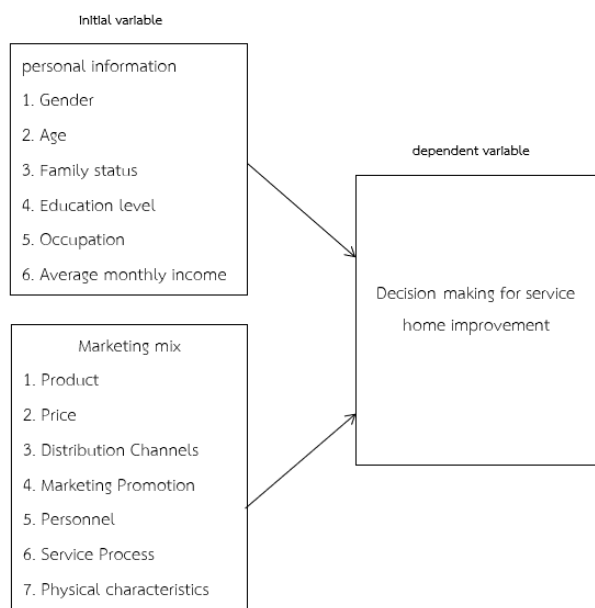
Kotler & Keller (2016) summarized the sequence of steps. in consumer purchasing decisions. Through a 5-step process, the details and steps are as follows.



Source ( Kotler, & Keller, 2016)

## V. CONCEPTUAL FRAMEWORK

From the above studies The study was based on the 7Ps marketing mix theory, summarized and combined into a conceptual framework. In studying the marketing mix factors that affect the decision to renovate houses in Bangkok and its vicinity are as follows:



presents a conceptual framework for education

## VI. RESEARCH METHODOLOGY

A study on factors affecting decision making in selecting home improvement services in Nong Chok District Bangkok. The purpose of this study was to study the marketing mix factors in selecting residential renovation services in Nong Chok District, Bangkok. A study of decision making in selecting home improvement services in Nong Chok District, Bangkok. Comparison of decision making in selecting home improvement services in Nong Chok district, Bangkok. Classified by personal data. To study the relationship between marketing mix factors affecting the decision to choose a home improvement service in Nong Chok District, Bangkok and study the marketing mix factors affecting the decision to choose home improvement services in Nong Chok district, Bangkok. Data from the study can be used to develop the home improvement business to better meet the needs of consumers. has set the method of study as follows

### A. Resources used in the study

There are 2 types of data sources in this study. Primary Data is data obtained from questionnaires to collect data from people who used to renovate houses. by allowing people who had renovated houses to answer questionnaires for secondary data (Secondary Data), which is information obtained from textbooks, Study reports and related documents and internet

### B. Population and sample used in the study

The population used in the study were people who had renovated houses. A total of 400 samples were selected for this study. Using the calculation of a sample size (Sample size) without an exact population of W.G. Cochran at a confidence level of 95% as follows:

$$\text{Formula } n = P(1-P)(Z^2)/(e^2)$$

n = sample size

P = probability of the number of samples to be randomized from the entire population.

e = sampling error

z = the level of confidence set by the study

(at the confidence level of 95% z equals 1.96)

Substitute for 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 of 385 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 cases.

### C. Data processing and analysis

The data obtained from the questionnaire was processed by a computer program. By finding the percentage ratio (Percentage) and the mean (Mean) program Microsoft Excel, which is a ready-made program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with explanations. and bring the results from the chart to present for analysis according to the characteristics of the variables

### D. Statistics used to analyze data

Descriptive Statistics Statistics used are Percentage, Mean, to describe demographic data of respondents and variables. Inferential statistics were used for hypothesis testing. Statistics used were t-test, ANOVA analysis using F-test, (One-way ANOVA), Pearson Product Moment Correlation and Multiple Regression Analysis or Chi-square.

An analysis of the relationship between the importance of marketing mix factors and home improvement decision. where the correlation coefficient is between  $-1 < r < 1$

## VI. RESULTS

Study of Factors affecting the decision to choose home improvement services in Nong Chok District, Bangkok. The sample was a population of people who had used house renovation services in Nong Chok district, Bangkok. A total of 400 questionnaires were used as a data collection tool and 400 of them were returned, representing 100%. The study results were divided into 6 parts as follows:

**An analysis of the relationship between marketing mix factors is related. with the decision to choose to use the home improvement service**

Marketing mix	Decision-making relationship in choosing home improvement services			
	r	Sig	Related	level
<b>Product</b>	.723**	.000	high in the same direction	1
<b>Price</b>	.651**	.000	high in the same direction	4
<b>distribution</b>	.604**	.000	high in the same direction	6
<b>Promotion</b>	.584**	.000	medium,	7
<b>Personal</b>	.667**	.000	same	3
<b>process</b>	.639**	.000	direction	5
<b>physic</b>	.675**	.000	high in the same direction	2
<b>Total</b>	.782			

\*\* Statistically significant at the .01 level (2-tailed)

**Marketing mix factors are related to the decision to choose home improvement services. The overall average had a high level of correlation in the same direction (r) = .782, considering the correlation from the correlation coefficient r in descending order as follows:**

1. Marketing mix factors in terms of products and decision making in choosing home improvement services High degree of homogeneous correlation (r) = .723
2. Marketing mix factors in terms of physical characteristics and the decision to choose home improvement services. High correlation level in the same direction (r) = .675
3. Marketing mix factors in terms of personnel and decision making in choosing home improvement services The same high correlation level (r) = .667
4. Marketing mix factors in terms of price and decision to choose home improvement services High degree of homogeneous correlation (r) = .651
5. Marketing mix factors in the service process and the decision to choose to use the house renovation High degree of homogeneous correlation (r) = .639
6. Marketing mix factors in terms of distribution channels

and the decision to use for home improvement High degree of homogeneous correlation (r) = .604

7. Marketing mix factors in marketing promotion and decision making in choosing home improvement services Moderate correlation with the same direction (r) = .584

*A. Summary of discussion results and recommendations*

A study on factors affecting decision making in selecting home improvement services in Nong Chok District Bangkok The purpose of this study was to study the marketing mix factors in selecting residential renovation services in Nong Chok District. Bangkok To study decision making in selecting home improvement services in Nong Chok District Bangkok To compare the decision to choose a home improvement service in Nong Chok district. Bangkok Classified by personal data To study the relationship between marketing mix factors affecting the decision to choose a house renovation service in Nong Chok District, Bangkok. To study the marketing mix factors affecting the decision to choose the service of home improvement in Nong Chok District. Bangkok

A questionnaire of 400 sets was used as a tool for data collection and statistical analysis was used for percentage, mean, t-test, hypothesis test, (One-Way ANOVA), Correlation and Multiple Regression Analysis. can be summarized as follows:

*B. Personal information*

A study of factors affecting the decision to choose a house renovation service in Nong Chok District. Bangkok found that most of the respondents were female, aged 31 - 40 years, marital status. Bachelor's degree Occupation of private company employee Average monthly income 20,000 - 29,999 baht. Study information about the importance of market mix factors in choosing a house renovation service in Nong Chok district. Bangkok

From the study of information about the importance of marketing mix factors in choosing home improvement services, it was found that the factors of service process product factor Personnel factor price factor physical factor Distribution channel factors Marketing Promotion Factors Overall, the marketing mix is very important. The details are as follows.

**Service Process Factors** The results of the study were found to be at the highest level of significance. There are 4 items of importance at the most important level, consisting of operating according to safety standards. home improvement completed as scheduled according to the contract Be quick to complete the construction, addition or decoration, do not leave the work unattended for a long time and provide services with precision. and follow-up after service

**Product factor** The results of the study were found to be at the highest level of significance. with important details At the most important level, 5 items consist of using standard equipment. Company reputation and credibility Residential renovation work Meets the needs and usage of customers. Design based on engineering and architecture And the form of addition has a variety for customers to choose from.

**Personnel factor** The results of the study showed that the level of importance of the personnel marketing mix was The mean is included in the highest level of importance. and considering the level of importance At the most important level, 3 items consist of progress reports. problems and obstacles In operations, architects, engineers provide information to customers as well. and can be easily understood The company has architects and engineers who have knowledge and experience in operations. And at a very important level, 1 item is the staff who dress and have polite manners.

**price factor** The results of the study were found to be at the highest level of significance. There are 3 important details at the most important level, consisting of the price being suitable for the material and the quality of the service received. The company has a quotation, a contract that clearly explains the details. budget for expansion And at a very important level, 1 item is cheaper than other competitors.

**Physical factor** The results of the study were found to be at the highest level of significance. The important details are at the most important level, 1 item is the image and credibility of the company. And at a very important level, 2 items include facilities such as bathrooms, enough parking for visitors. The company has a beautiful and modern decoration.

**Distribution channel factors** The results of the study were found to be at a very significant level. There are 3 important details at a very important level, consisting of the location of the house extension company. convenient to travel to contact Have a trusted company website and can actually contact to serve customers and has a comprehensive service branch

**Marketing Promotion Factors** The results of the study were found to be at a very significant level. There are 4 important details at a very important level. There is a promotion or a special package public relations through online channels, advertising media, print media, etc., and promotional exhibitions at various events

## VII. DISCUSSION OF RESULTS, RECOMMENDATIONS RECEIVED FROM THE STUDY

In this study, we know the marketing mix factors of decision making in selecting home improvement services. To be used as a guideline for improving the services of home improvement companies. as follows: product side Standard equipment should be used. Take pictures of the customer's work to increase the

credibility of the company and make decisions about the price. There should be a quotation. A contract that clarifies details of expenses and various information in terms of distribution channels. Develop the company's website and have staff receive - answer customer information on a regular basis for marketing promotion. The company should be promoted through various channels such as website or social media. and organizing promotions or special packages for personnel There should be allocated architects, engineers, including staff with knowledge, ability and experience in working in service processes. There should be an annual occupational safety training for employees on physical characteristics. Develop and decorate the company to be attractive, beautiful and modern.

## VIII. RECOMMENDATIONS FOR FURTHER STUDIES

Should study about customer service needs. that there is a special need in order to be able to respond to the needs of receiving more services

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