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# CREATION OF MARKETING STRATEGIES FOR GOVERNMENT WELFARE SHOPS THAT AFFECTS PURCHASING DECISIONS IN PATHUM THANI PROVINCE, THAILAND

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## ABSTRACT

Abstract— Research on “Marketing Strategies of Government Welfare Shops that affects purchasing decisions Pathum Thani Province. The objective is to analyze the market competition situation. and marketing strategies for government welfare shops Including analyzing marketing strategies that affect the decision to buy products from government welfare stores. Pathum Thani Province. The population used in this study were executives or those involved in the Pracharath store business. Employees of Pracharat shops, community leaders and villagers in the community, totaling 30 people, were used to collect data by means of a group interview. and content analysis techniques were used to determine group of important conceptual topics and important conceptual patterns that are the subjects of the research. The results of the study revealed that the analysis of the marketing strategy of the government welfare stores Pathum Thani Province Products are important marketing factors of the government welfare shops. Must be taken into account because the products are available in a variety of styles and sizes. Products are of standard quality. product modernity and local uniqueness It is a factor that can affect the decision to buy the product. However, with the expansion of the modern store business causing obstacles to business operations.

Therefore, setting a fair price is consistent with the perception of price and quality from customers. There is a clear price tag. There should be a festival to reduce the product price. Accumulating points to redeem products distribution of souvenirs at various festivals Add a payment method by credit card. Adding distribution channels that customers are familiar with, such as online channels for easy access Because nowadays, the behavior of choosing products online. Along with focusing on training sales staff to interact better with customers. To provide a standardized service process accurate and fast as well as focusing on cleanliness and safety Therefore, it is an important method that affects the decision to buy products in the government welfare shop. Pathum Thani Province.

Keywords— Marketing Strategy<sup>1</sup>, Market Competition<sup>2</sup>, Government welfare shop Pathum Thani Province<sup>3</sup>

## INTRODUCTION

The government has set a policy strengthening the foundation economy according to the civil state approach by using the cooperation of both government agencies private sector, private sector development organizations, networks of various development partners and civil society drive the development of the grassroots economy By implementing cooperation to create full livelihoods by using space as a foundation for a sustainable economy. Agricultural SME Support Cooperation and cooperation to support the development and promotion of agricultural products from the community in a sustainable way. Long-term national development under the 12th National Economic and Social Development Plan (2017 - 2021). There is a way to develop and improve the operational mechanism of the government to be integrated. can effectively promote the production process and service provision of the private sector and in line with the country's long-term development direction .By using government mechanisms to support links between research that can meet the needs of consumers. Supporting funds or budgets for entrepreneurs including setting the rules Regulations that do not hinder or facilitate business operations as well as supporting cooperation mechanisms between the state, the private sector, the public and civil society.

In the civil state model as a connection point for the complete development of the country and encouraged the Pracharath mechanism to actively participate in driving the 12th National Development Plan. Therefore, the conversion of the national development plan into practice requires collaboration between various sectors. In the form of development networks in the public sector, the private sector, educational institutions, professional associations, including independent organizations such as the Farmers Council, the Thai Chamber of Commerce The Federation of Thai Industries Cooperative Reform Assembly through the networking process at the area level to create alliances to formulate and drive strategies together (Office of the National Economic and Social Development Board, 2016, pp. 130-209)

Ministry of Commerce Has participated in supporting the project to upgrade the welfare shop of the state for the community of the village and community fund To develop the country according to the government's policies to accelerate the economic growth. amidst changing economic and social contexts Has created challenges for markets and community stores in many aspects, including. (Siam Turakij, 2017).

From changing social conditions and consumer behavior government welfare shop It is necessary to be aware of the problems or needs of consumers. which allows consumers to choose products to meet their needs more together with the current state welfare shop operators cognition in planning marketing strategies Including intense and continuous competition. (Lovelock and Wirtz, 2011, pp.44-48), causing consumers to tend to buy products continuously and increase .

For the reasons mentioned above. This led the researcher to be interested in studying marketing strategies that affect purchasing decisions at government welfare stores. Pathum Thani Province, Thailand, for the benefit of Operators of government welfare shops To increase the ability to compete with the current store business. which will bring income Economic development and quality of life of government welfare shop executives to be able to be self-reliant in a sustainable way the new customer base.

## LITERATURE REVIEWS

This study investigated the concepts, theories and research related to the variables in the research framework.

1. Factors influencing the purchase decision of government welfare stores Pathum Thani Province The concepts used in the study consisted of Lovelock and Wirtz's service marketing strategy (2011, pp. 44-48). Service market, also known as 7 P's including product, price, place and time Promoting marketing and educating customers, people, processes and the physical environment. and the concept of strengths, weaknesses, opportunities and threats (SWOT Analysis) of Dess and Miller (1993, pp.1-14) consists of analysis of strengths, weaknesses, opportunities and threats as a tool for analyzing external and internal environment situations. This helps management to identify strengths, weaknesses (from the internal environment), opportunities and threats (from the external environment).

2. Research by Wiriya Boonmalert and Komson Somanawat (2016). Attitudes Factor and Marketing Mix Factor Affecting of decision process of Halal Food in Tha Sala District of Nakhon Si Thammarat province: Case Study Non-Muslim Consumers. The results of the research were as follows: 1) the attitude of non-Muslim consumers in Tha Sala District; Nakhon Si Thammarat Province There was a positive relationship with the halal food purchase decision process. Statistically significant at the 0.01 level. In addition, the research found that 2) the marketing mix consists of product, price and There was a positive correlation with the non-halal food purchase decision process of consumers. Muslims living in Tha Sala District Nakhon Si Thammarat Province.

3. Related research results from the research of Amporn Chantawiboon (2018), Prapit Maikami (2007), Pimpika Srijumpa and Suteera Athavongsa (2017), Wararat Chetthanan. Taksaya Sangayothin (2017) Kowit Kulwises and Lampang Maemat (2015) Levy, M. & Weitz (2007) It was found that the decision to buy products from Pracharat stores Udon Thani Province.

## RESEARCH OBJECTIVE

1. To analyze market competition conditions and marketing strategies for government welfare shops Pathum Thani Province.
2. To analyze marketing strategies that affect purchasing decisions of government welfare stores. Pathum Thani Province.

## SCOPE OF THE RESEARCHS

The content scope covers content about Marketing Strategies Affecting Public Welfare Shop Product Decisions Pathum Thani Province, Thailand by studying the market competition picture. and marketing strategies for government welfare shops That affects the decision to buy products at the government welfare shop. Pathum Thani Province.

Population boundary the study population consisted of both males and females, aged 20 years and over. Samples were divided into 4 groups, consisting of 5 executives or persons involved in the operation of the welfare shop, 5 employees of the welfare shop. 10 community leaders (village, sub-district and district levels) and 10 villagers in the community, totaling 30 target groups.

Term Scope Research was conducted between January and December 2020, data were collected between March and April 2020.

## CONCEPTUAL FRAMEWORK

Conceptual framework of this research is shown in figure 1.

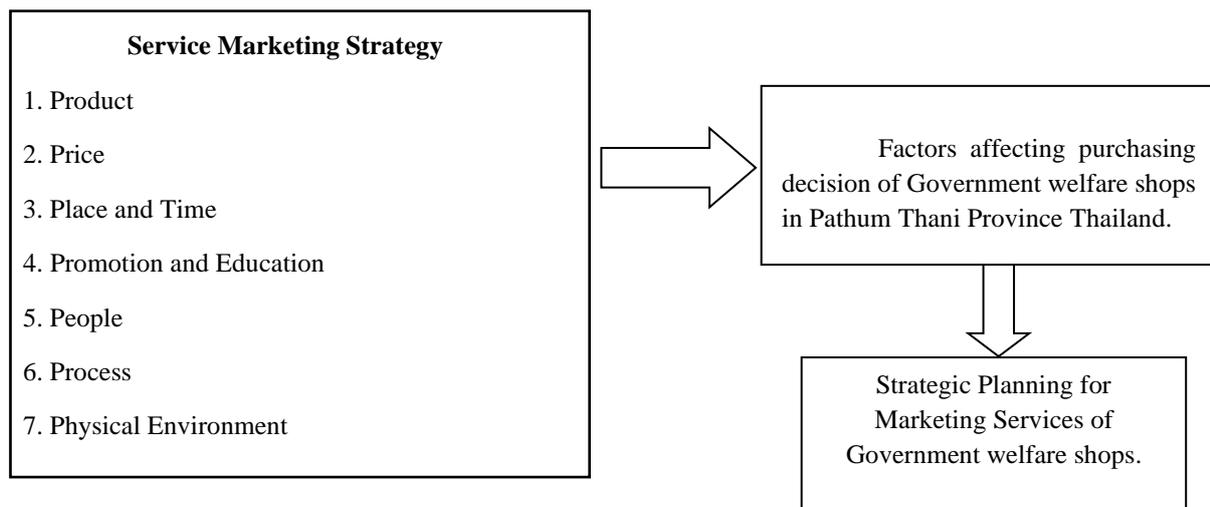


Figure 1: Conceptual Framework

## METHODS

This research used a qualitative research methodology. The researcher used an interview form as a tool for data collection. It is a focus group interview with the main questions in the interview without analyzing the data in a statistical way. By means of interviewing those involved in the operation of the welfare shop of the state. It is a structured interview with 4 parts. Consisting of 1) Information on Pracharath stores 2) Marketing strategies of government welfare stores, including products, prices, distribution channels marketing communication, personnel, service process and physical environment. Pathum Thani Province and 4) Suggestions In collecting data, the researcher proceeds by explaining to the sample group the aims of this research. And conduct a focus group interview and observe the interview reactions, emotions, as well as feelings from the tone of voice and

facial expressions. in order to analyze the data in depth and detail In addition, the researcher will request permission from the sample group to record interview tapes in order to collect as much details as possible in the interview and proceed to record the raw data and check the completeness of the information thoroughly.

Qualitative data analysis Use content analysis techniques to identify key topics/groups of topics. (topic/category) A pattern of important concepts that is the subject of research. (pattern/themes) and analysis of the organization's internal and external environment (SWOT Analysis).

## RESULTS

### Research Results

An analysis of the relation between quality of work life and work efficiency of government employees, the correlation value between quality of work life and work efficiency of government employees shown in Table 1.

**Part 1** Analysis of the Potential of Welfare Shops Pathum Thani Province with SWOT Analysis tools.

An analysis of the potential of government welfare shops Pathum Thani Province It is an analysis of the state welfare shop situation. Pathum Thani province by using SWOT analysis technique by analyzing internal and external environment. To lead to guidelines for marketing planning of the government welfare shops. Pathum Thani Province in table 1.

**Table 1** Analysis of government welfare shop Pathum Thani Province

**Table 1**  
**The Correlation between Quality of Work Life and Work Efficiency of Government Employees**

Strengths	Weakness
<p>1. Customers come to buy products from government welfare stores. It's convenient because it's in the community.</p> <p>2. Products from the government welfare shop Most of them are cheaper than leading department stores.</p> <p>3. Government Welfare Shop There are enough products to meet the needs of customers.</p> <p>4. Government Welfare Shop financial readiness can be used in the administration Easy, fast and flexible management</p> <p>5. Government welfare shop have the nature of work Is open every day, no holidays able to continuously provide services within the community</p> <p>6. Government Welfare Shop located in the community Customers can see the way of life of the local community and culture, etc.</p> <p>7. Government Welfare Shop Make the community in the area have jobs and support income.</p> <p>8. Government welfare shop It is run by a community that allows customers to talk to the store owner in a friendly way.</p> <p>9. Products of the government welfare shop in the part of OTOP products, community enterprise products and agricultural products that are unique, outstanding, well-known and have a product warranty make tourists pay attention</p>	<p>1. Government welfare shop Lack of presentation of a clear image of the store Makes it lack of interest, different from convenience stores such as 7-11 or general department stores. due to limited space</p> <p>2. Government Welfare Shop Lack of knowledge of setting Marketing strategy and planning in order to be appropriately aligned with the needs of customers</p> <p>3. Government Welfare Shop There is still a lack of various marketing promotions such as collecting coupons to redeem rewards. and sweepstakes on special occasions</p> <p>4. Management of government welfare shops Some of them are still traditional retail stores, thus lacking the vision to create new markets.</p> <p>5. Government welfare shop Lack of personnel that provide services with convenience and speed immediately.</p> <p>6. Government Welfare Shop There are not many distribution channels. Meet the needs of only one group of customers.</p> <p>7. Most locations have narrow spaces. Categorized product placement may not be as efficient as compared to leading-edge stores.</p>

Opportunities	Threats
<p>1. Products at the government welfare shop It is sold as a consumer product that is necessary for the community. The expansion of all products will be higher.</p> <p>2. Government policy to support the establishment of government welfare shops together with the publicity that made the welfare shop of the state It is of interest to people in the community.</p> <p>3. The government has considered the suitability and possibility of supporting the establishment of government welfare shops. and provide opportunities for entrepreneurs and farmers with potential and readiness to bring their products for sale.</p> <p>4. Investment in government welfare shops Being a business does not require much investment. due to receiving financial support for the community in operation</p> <p>5. Government welfare shop Can easily reach customers because it is close to the community</p> <p>6. The government has organized knowledge training and new marketing for store and network executives.</p> <p>7. Current consumer behavior causes communities to shop more in government welfare stores.</p>	<p>1.Situation of competition between government welfare shops and convenience stores and leading general stores in the future.</p> <p>2.Customers in the community who like convenience and modernity may affect the use of government welfare shops in the future.</p> <p>3. Convenience stores and general leading stores that sell large quantities of products able to buy products at a lower price may affect the use of government welfare shop services.</p> <p>4. In economic slowdown multinational retail store There are ways to scramble customers through various strategies. Whether it's a promotion, buy 1 bank 1 or buy 2 pieces, save more. Or arrange a discount, exchange, giveaway Different from the state welfare shop.</p> <p>5. The economic crisis may cause households in the community to spend more economically.</p> <p>6. Obstacles in the operation of the government welfare shops are the shortage of investment funds. and promoting effective store management knowledge This may affect success and self-sufficiency in the future.</p>

**Part 2:** Marketing strategies that affect decision to purchase products of government welfare shops Pathum Thani province.

Marketing strategies (Strategies Marketing) consists of 7 important elements, consisting of (1) Product (2) Price (3) Distribution Channel (Place) (4) Marketing Communications (Promotion) (5) Personnel (6) Service Process (Process) and (7) Physical Environment (Physical Environment) in marketing strategy analysis of government welfare stores. Pathum Thani Province All 7 components will be analyzed from the interviews with the sample group. It was found that. All seven elements were analyzed from the interviews.

2.1 Products The need for a variety of products and is categorized For ease of shopping is an important factor in using the services of customers of the state welfare shop. Pathum Thani Province In which the issue of a variety of products to choose from is the issue that the community gives the most importance, such as the fresh-dry food group. Cosmetic group home remedies household appliances, etc. As well as selling seasonal products such as selling chalk, water guns, etc. In addition, product allocation planning is the selection of product placement in order to be sold in accordance with financial conditions. especially costs and profits must take into account the size and formand .Customer needs at the same time, the store needs to update the product's modernity and be popular. You should keep an eye on the movement of any product, when it is sold out, hurry to order another product or find a new product. circulated to sell instead Therefore, the state welfare shop operators free to modify and able to plan their own business.

2.2 Prices of government welfare shops Pathum Thani Province setting the price of the welfare store of the state They prefer to set prices that are cheaper than leading department stores or modern convenience stores. The quality of the products is comparable to the products sold in general stores. Pricing must focus on quality and inexpensive products. To influence the purchase decision or willing to pay the price to buy the product. Therefore, the established price must be the price that must convey reasonableness. Easy to distinguish different product qualities. There is a clear price tag. Fair pricing is in line with customer perceptions of price and quality. Including

being able to make profits Therefore, it is an important method that affects the decision to buy products in the government welfare shop. Pathum Thani Province. 2.3 Distribution of government welfare shop Pathum Thani Province located in the right location and so safe Location of the government welfare shop Not inferior to the convenience stores seen today. Customers can come to use the service conveniently.

2.4 Marketing Communications government welfare shop Pathum Thani Province There is a clearly eye-catching shop name sign. The letters are clear and colorful that attracts customers. make it easy to remember It is one communication that makes the customer that the welfare shop of the state.

2.5 Personnel, government welfare shops Pathum Thani Province Most of them are local people. Able to know customer needs Customers are asked what kind of products they want. so that customers receive products that meet their needs In addition, employees in the government welfare shop Must focus on quality, accurate and fast service. Product information can be provided to help customers make purchasing decisions. And have a passion for service Including employees must dress to match the atmosphere of the welfare shop of the state, such as wearing provincial clothes.

2.6 Service Process government welfare shop Pathum Thani Province There must be a standardized service process. accurate and fast to achieve service quality Development of service processes or functions Achieved by evaluating performance and inquiring about customer satisfaction and demand towards products and services and customer demand towards products and services in order to have service processes that are different from competitors or meet the needs of customers, so fast and quality service. This affects customer satisfaction, leading to customer loyalty.

2.7 Physical Environment government welfare shop Pathum Thani Province The appearance of the store, which will influence the choice of products or decision to buy products. There needs to be enough lighting in the store. make the product clearly visible Cleanliness and safety are another necessary factor both in front of the store and inside the store.

## **CONCLUSION AND FUTURE WORK**

### **Discussion**

From the interview and analysis of marketing management strategies development of the government welfare shops. Pathum Thani province found that products, prices, distribution channels Marketing communications, personnel, service processes, and physical environment This is an important element that store managers must use to plan from the start. in order to make the state welfare shop be competitive and successful The discussion of the study results can be summarized as follows.

1. Executive of the government welfare shop whose products are sold to meet the needs of customers on a regular basis Standard quality products Build confidence for customers who come to shop for products. and product factors have a significant effect on purchasing decisions. Therefore, a wide variety of products should be provided. and various sizes In addition, there must be rare products. There are seasonal products. and has a unique local identity To promote the operation of the welfare shop of the state to have a sustainable income This is in line with the research results of Wararat Chetthanan and Taksaya Sangayothin (2017) which found that product placement in terms of benefits received. Manufacturers should focus on the use in everyday life and create a product identity by focusing on beauty and refinement and in line with the research of Amporn Chantawibul (2018).

2. Government Welfare Shop Products are sold at a standard price comparable to other stores. And the price compared to the quality or size is appropriate. clear price tags Price can be negotiated accordingly. And it's a non-profit shop too. According to the ideology of the welfare shop operation system of the state. This is in line with the findings of Amporn Chantawibul (2018), which found that upgrading civil state products requires a clearly indicative price tag. And in accordance with the research of Wararat Chetthanan and Taksaya Sangayothin (2017) found that determining the quality to suit the set price.

3. Government Welfare Shop Pathum Thani Province There are distribution channels located in suitable locations such as government welfare shops. In a gas station or PTT gas station, etc., transportation can come in many directions Shops are clean and safe. Allowing customers who pass by to visit and shop comfortably. And don't worry about parking problems. This is in line with the results of a study by Amporn Chantawibul (2018),

which found that the civil state market must have a structure that must be stable, strong, clean, and able to travel easily in many directions. And in accordance with the research of Praphit Maikhamee (2007).

4. Government Welfare Shop Successful marketing campaigns are required. Because public relations use television, radio or social media. and various promotional activities Especially marketing promotion during important festivals. or when sales decline to stimulate incentives to buy products According to the research of Kowit Kulwiset and Lampang Maemat (2015), it was found that distribution channels are one of the characteristics that clearly influence customer preferences. In addition, if it is found that the store's sales tend to decrease There should be public relations through television media, print media, or via the Internet, etc. This is consistent with the research of Pimpika Srijumpa and Suteera Athavongsa (2017).

5. Government welfare shop Receptionist is required. Service must be accurate and meet the needs of customers who come to use the service, Lovelock & Wirtz (2011) stated that services must be directly related to both the provider and the recipient. Government welfare shop business Personnel processes must be prepared. From recruiting, receiving training, motivating employees To make service personnel deliver valuable services to customers. People are an important part of business success because people can create satisfaction. bring customers back or drive customers away from interactions with customers only once And in accordance with the research of Amporn Chanthawibul (2018).

6. Marketing strategies that cause success in marketing operations Important things that the welfare shop executives of the state Must focus on the speed of service. and provide various services to customers, such as helping to pick up products for delivery to customers without the need for customers to walk around looking for products This is consistent with the theory of Lovelock & Wirtz (2011). To create and deliver a product component product to a customer, an efficient practical process must be designed and managed. can explain It is the method and sequence that a service system must go through.

## **Conclusion and Recommendations**

The development of marketing strategies for government welfare shops Pathum Thani Province at this stage is a development. Store marketing strategies from the analysis of marketing strategies (Strategies Marketing) consist of 6 important elements, consisting of (1) Product (2) Price (Price) (3) Distribution Channels (Place) (4) Marketing Marketing Communication (Promotion) (5) Personnel (People) (6) Service Process (Process) and (7) Physical Environment (Physical Environment) from collecting sample data by Focus Group method to design store marketing development strategies. trade welfare state Pathum Thani Province .

1. Government welfare shop Pathum Thani Province should focus on selecting outstanding products good quality, affordable price It has an easy-to-see packaging. and have product sizes to choose from Whether it's small, medium and large, suitable for family sizes. And there may be many flavors to choose from. A variety of target groups, such as teenagers who want to eat healthy food but don't like the pungent smell or a group of people with diabetes who focus on low-sugar recipes, etc., suitable for consumption according to the needs of shoppers. In addition, stores should have a number of products suitable for the number of customers in that area.

2. Government Welfare Shop Pathum Thani Province There should be a festival to reduce the product price. Accumulating points to redeem products or the distribution of souvenirs in various festivals To create satisfaction and attract customers to make more purchase decisions.

3. Government Welfare Shop Pathum Thani Province There should be distribution channels that customers are familiar with such as online channels. for easy access Because nowadays, the behavior of choosing products online is increasing.

4. Government Welfare Shop Pathum Thani Province Should pay attention to the salesperson. Because salespeople with good manners beaming Able to promote and recommend informational products to help attract people who are shopping to make an easier decision Emphasis should be placed on training salespeople to interact better with customers.

5. Government welfare shop Pathum Thani Province Focus on selling products that are resources and products within the community alone. make the product not widespread Therefore, marketing promotion is an important factor. Therefore, there should be some development in advertising and public relations. If it is found that the store's sales tend to decrease, such as public relations through government TV to help spread the ability to market in the province.

Therefore, the state welfare shop operators Service marketing strategies should be improved that affect customers' purchasing decisions in all 7 aspects, consisting of products, prices, distribution channels. marketing communication, personnel, service process and physical environment to improve the quality of products and services to meet the needs of consumers. In addition, agencies that are directly responsible, such as the provincial commerce office. should come to study the problem and help the executives of the welfare shops of the state especially in the investment part. Because to lack of knowledge in financing sources In addition, the government welfare shop should turn to study competitors Especially modern retail stores (Convenience stores) such as 7-Eleven stores, etc.

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