

FACTORS AFFECTING THE DECISION TO CHOOSE A PARCEL DELIVERY SERVICE IN UDON THANI PROVINCE

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ABSTRACT

Abstract— The purpose of this research, to study the relationship between demographic characteristics and consumer decisions. Data were collected from 1 sample group. The sample group consisted of 322 peoples, public who come to use the parcel delivery service in Udon Thani Province. The results of the research showed that resulting in the decision to choose the parcel delivery service in Udon Thani Province. Is different, therefore, there are suggestions to improve the main points, which are suggesting training for good service and good human relations Customer friendly. There are steps to solve the problems for users in a systematic, uncomplicated manner with facilities for customer service such as toilets, drinking water and buildings should be clean. There is a regulation and promotion of the market, such as the cumulative payment of points. There are public relations through various media. Give importance to delivering products to customers in good condition, not damaged or lost. And the service fees are set appropriately. Suggestions for the development of employee training all the time. To ensure the use of services for both export and import customers Including other logistics services. Extensive network both at home and abroad to be able to accommodate the needs of most customers.

Keywords— Product , delivery , Parcel

INTRODUCTION

In the past, communication And trading had a means of meeting between buyers and sellers, which was the prevalent means of communication and trading in the past. The advantage of this type of contact is that it allows buyers and sellers to agree on prices. Sales model in order to obtain an agreement that maximizes the benefits for both parties. But on the other hand, the downside of this type of communication is that it requires a meeting. Make an appointment to meet In some cases, the buyer or seller may not be able to find the corresponding available time, causing the transaction to be delayed. causing the trade to not go according to schedule.

Land transportation is the main activity of the transportation industry in Thailand. more than 80 percent. The mode of transportation is transportation by truck. Transportation is a service industry that is vital to a person's life as it is essential to various activities. Whether it's about traveling or moving products from one place to another. Relying on transportation to move all in the trade. Transportation is an important factor in enhancing the value of goods or services, allowing consumers in places where transportation can be accessed to have goods or services consumed as they wish. Transportation will help bring the goods. From the production source through the middleman until reaching the consumer Road freight transport is the heart of almost every business sector. Because it is an activity that contributes to linking and supporting other activities Whether it's the production process Inventory Management purchasing process warehouse management including customer service Road freight is one of the costs of logistics and a significant portion of the price of delivery. Efficient transportation in addition to having to be able to receive and deliver the goods on time Goods or raw materials are in good condition and should be at a reasonable cost. The current economic situation is an era of intense business competition. Therefore, for the survival of the country's economy, both the public and private sectors need to develop their potential. to prepare for domestic competition and building competitive advantage In one of the important areas is the logistics service. which logistics activities are activities. Currently, users have the opportunity to choose an outsourcing provider for parcel delivery due to the large number of companies accepting parcel delivery service providers. And there is a tendency to increase and the parcel delivery service business is considered one of the important businesses. Based on studies on current business situations indicating increased competition and past

research on logistics issues, It is an interesting issue, therefore foresees the issue of the ability to work in transportation that is still important and interesting to the transportation business. therefore there is interest that. Will study the factors affecting the decision to choose a parcel delivery service in Udon Thani Province. to study opinions and the satisfaction level of service users of parcel delivery work

LITERATURE REVIEWS

1. General information about transportation

Transportation has a profound impact on the economic development of the country and society. Transportation facilitates the transportation of raw materials to enter the production process. Help convey the product. finished production to the hands of consumers Including helping to transport goods across to sell abroad to bring currency to develop the country Thailand's economy relies heavily on its income from international trade, about 80% of its gross domestic product (GDP) comes from the international trade sector. Which trade relies on maritime, land, air and pipeline transportation systems to help transport goods. Transportation is therefore an indispensable part of the country's economic development. If the transportation system is inadequate, it will be a major obstacle to trade. On the other hand, if the country has a good transportation system, it will be a stimulus for economic development to proceed smoothly Characteristics of the road transport system Road transport is the most popular mode of transportation for domestic passenger and cargo transportation. Increasing the road transport network will help spread the prosperity to various localities. and increase the efficiency of reaching consumers directly Road transport has advantages over other modes of transport, namely, door to door service, which can provide services from The point where the shipper (Shipper) wants to receive the product until the recipient's home (Receiver or -Consignee), which is mainly used for transporting goods by road trucks.

The structure of the road transport industry is quite complex, that is, on the operator side, there are both personal transport operators (Private Carrier) and general transport operators (Public-Carrier). Transport a variety of goods and have different service types, such as transporting agricultural products. building materials forest products dangerous goods, machinery, petroleum products chilled products, etc.

Another advantage of the road transport system. It is fast in transportation (High Speed) and has a high ability to reach consumers (High Accessibility), but there are disadvantages. advantage in terms of loading limitations both in volume and weight In addition, when compared to rail transport, it is found that the freight rate of road transport is more expensive than rail transport when transporting long distances (from 1000 miles), but still has advantages in terms of speed. fast However, sometimes Short-haul transport (up to 1,000 miles), road transport can be faster than air transport due to aircraft schedule constraints and frequent cargo transfers.

Road transport also has the advantage of being a route with a smooth surface, making it suitable for transporting Fragile or high-value items such as electronics machinery, etc. In addition, road transport is also considered as the final mode of transport of all transport. due to the nature of It delivers door to door and is the only transport system that can be linked to other modes of transport at ports such as ports, train stations and airports, etc.

2. service concepts

The meaning of service The word service (Service) has a variety of definitions such as Pentida Pongthanee (2009) said that the meaning of service is the process of economic activities in delivering services to service users by There are 4 important characteristics as follows.

1. Intangible (Intangible) is something that has no physical characteristics. The service recipient cannot know in advance what kind of service he or she will receive. Because this kind of service is performance. (Performance) rather than objects (Objects) can not be touched or seen like a product. This type of service, the service recipient will rely on the experience that has received the service as a basis for making a decision. Therefore, service providers need to create incentives for service users to dare to make a faster purchase decision, including. Place (Place) The preparation of a place to provide flexibility in providing service to service users, such as being clean, spacious, and having enough seats. and good atmosphere. People Employees must have good personality, polite, humble and willing. that provide services to service recipients. Tools (Equipment) equipment within the office must be modern. efficient and provide fast service to make service recipients satisfied. Communication materials, advertising media and advertising documents must be accurate. consistent with the nature of the service And the nature of the service recipient is important. Symbols, brand names or trademarks must convey good service. and

is clear Price (Price) is the price of the service that should be appropriate for the service clearly. and easy to classify different service levels.

2. Service cannot be separated. (Inseparability) The service is produced and consumed at the same time. The service provider is unable to provide service to many recipients at the same time due to the nature of the recipients being different.

3. Uncertain (Variability) The nature of the service is uncertain, depending on who the service provider is, when, where, and how. Therefore, the service provider must have quality control. To eliminate this uncertainty in 2 steps: inspection, selection and training of service personnel, creating satisfaction for service users by listening to advice and suggestions from service users from surveys and comparisons. to use the information received to improve the process of providing better services

4. Cannot be stored (Perish ability) Services that cannot be stored therefore have capacity. that do not take some time and the service does not have inventory If the needs of service recipients are consistent Service will not be a problem, but if the nature of the demand is uncertain, it will cause problems with the service being delayed or there is no service receiver.

3. Logistics Service Providers

Logistics service provider means a business operator providing services in logistics activities. for entrepreneurs in the manufacturing sector By relying on the strengths of expertise in management, it makes service activities more efficient than operators operating by themselves. And servicing multiple operators has resulted in economies of scale investments in vehicle infrastructure and management system development, making it possible to provide services with lower operating costs as well in the operator industry. Current logistics services Can classify logistics service providers By considering the scope of services can be classified as follow

4. 7Ps Marketing Mix

Siriwan Sereerat (1998) referred to Philip Kotler's concept of marketing mix for service businesses as a concept related to service businesses that will get a marketing mix (Marketing Mix) or 7Ps in Formulating a marketing strategy which consists of

1. The product (Product) is something that can meet the needs and needs of human beings. It is what the seller has to give to the customer and the customer will receive the benefits and value of that product. Products are generally divided into 2 types: tangible products and intangible products.

2. Price (Price) means the value of the product in monetary form, the customer will compare between the value (Value) of the service and the price (Price) of that service. If the value is higher than the price, the customer will decide to buy. Therefore, the pricing of services should be appropriate to the level of service clearly and easy to distinguish different service levels.

3. The distribution channel (Place) is an activity related to the atmosphere and environment in offering services to customers. Which affects the perception of customers in the value and benefits of the services offered, which must consider the location (Location) and channels for offering services (Channels).

4. Marketing promotion (Promotion) is one of the tools that are important in contacting

Communicating to users with the objective of informing news or inducing attitudes and behaviors of using the service and is the key of relationship marketing.

5. The individual (People) or employees (Employee), which requires selection, training, incentives. To be able to create satisfaction for customers that are different from competitors is the relationship between service personnel and service users. Of the organization, officers must have competence, have attitudes that can respond to service users, have initiative, have the ability to solve problems, can create values for the organization.

6. The physical creation and presentation (Physical Evidence and Presentation) is the creation and presentation of physical characteristics to customers. By trying to create overall quality, both physical and service forms, to create value for customers, whether in terms of dressing, cleanliness Negotiations must be gentle. and providing fast service or other benefits that customers should receive

5. Documents and related research

Phirayu Seanbudda ,Amornrat Muenjitnoy and Sarayut Kwanmuang (2022) Product marketing development Community Enterprise Group in of Udon Thani province. The spread of the Covid-19 virus has affected operations of community enterprises group, especially in terms of sales and distribution channels, adding value of products and online marketing are important to concern. A study of Product marketing development Community Enterprise Group in of Udon Thani province. The objective of this study was to collect information on marketing, analysis, and assessment of the business environment. Assess marketing problems, find online marketing channels, and provide guidelines for increasing online marketing channels There are 2 groups of community enterprises in Udon Thani province ; Pla Ra Bong Tha Tum Community Enterprise and Bai Fern Watermelon juice Community Enterprise. Analyzing community enterprise groups in marketing assess the general

condition and problems. Ban Tha Tum Community Enterprise The results showed that. The chairman of the group has expertise. The products are certified by FDA and OTOP, The production and distribution sites are

clearly divided, have low production cost, the popularity of consumption from people all over the country and abroad has

increased, have a government policy to promote community enterprises. There are distribution channels throughout the storefront, Exhibitions and online. The products were organized into a series of products such as 5 pieces per package. But the products are not up to date. Learning to use the technology of members takes a long time. There are many competitors in the market. easy imitation and rawmaterials may be in short supply at some point.

Surapong Intarapak (2022) Development of Community Enterprise Group Management in Udon Thaini. The objectives of this research were 1) to study problems arising in the production process of community enterprises; 2) to create guidelines for increasing efficiency in the production process. Data collection uses in-depth interviews, observations, and note-taking to conduct studies, analyzes, and improvements. production process This research was to provide consultation, improvement and correction of 2 groups of community enterprises, namely 1) Pla Ra Bong Tha Tum Community Enterprise and 2) Fern Watermelon Rice Community Enterprise.

Research results

1. Problems encountered before proceeding to increase production efficiency are as follows: 1) Pla Ra Bong Tha Tum Community Enterprise There is a large distance, the movement is not continuous. Before improvement, the movement distance of raw materials was measured at 19.5 meters and took a total of 335 minutes. 2) Fern Watermelon Rice Community Enterprise. The distance is large, the movement is not continuous. Moving around in a circle make accidents easy Measured by distance and production time are as follows: Before improvement, the material movement distance was measured 41.5 meters and took a total of 1620 minutes.

2. Methods for increasing production efficiency are as follows: 1) Pla Ra Bong Tha Tum Community Enterprise Modified the various stations to be continuity. to move clockwise After improvement of distance in various activities In the raw materials moving in the production process, the distance was reduced by 6.5 meters, accounting for 34%, and the reduction time was 18 minutes, accounting for 5.37%. after improvement Build 1 package and pack table so that there will be space to place rice vermicelli and packages and packages. Modify the various stations to be continuity. To move counter-clockwise, the distance decreased by 11 meters, accounting for 26.5 percent, and the reduction time was 18 minutes, accounting for 0.18%.

Juraiporn Pinichob (2017) studied factors affecting satisfaction in using the services of transport operators among e-commerce merchants in Bangkok. by comparative study between companies Thailand Post Co., Ltd. And modern transport operators mean service providers in the transportation of mail and goods. which uses modern technology and service systems in various forms, such as Kerry Express, Line man, Lalamove, etc., by using quantitative research methods. The sample is a trader. E-commerce with locations in Bangkok A total of 400 people, divided into 213 e-commerce traders who choose to use the service of Thailand Post Co., Ltd. and 187 people who use the service of modern shipping operators. price factor Distribution channel factors Marketing Promotion Factors Person factor Physical and presentation factors and process factors From the research results, it was found that There are 6 factors affecting satisfaction in using the services of transport operators among e-commerce traders in Bangkok, namely product factors; Distribution channel factors Marketing Promotion Factors Person factor Physical and presentation factors and process factors All of them had a greater preference for modern transport operators. And the price factor did not affect the satisfaction of using the service of the transport operator of the group of traders. e-commerce in Bangkok Entrepreneurs and those interested in the transportation business can use the research results to improve their services. marketing plan Develop strategies for maximum efficiency. and create satisfaction for customers in the e-commerce group

Thanet Panichcha, Jakraphan Ungyam (2016). Pukrann Decision Making for Petroleum Transportation Service Provider Selection Using Hierarchical Analytical Process Method. This project introduces the method of analytical hierarchy process. By using the Expert Choice program as an analytical tool applied to study the factors affecting the decision to choose a petroleum transportation service provider of the company that was a case study using 4 factors to consider, namely price factors time factor Trust factor and potential factor

Suriyan Plangern (2016) has studied factors affecting the decision to use an international freight forwarder service, a case study: Cobra International Co., Ltd. The research results can be concluded that Factors affecting the decision to use an international freight forwarder service: Case Study: Cobra International Co., Ltd. in overall is at a high level. When considering each aspect, it was found that The aspect that is most average is the time aspect. Followed by the service aspect at a high level, price and expenses. at a high level The image of service providers was at a high level. The relationship with entrepreneurs was at a high level. The aspect with the lowest average value was the aspect of marketing promotion at a high level. The results of the hypothesis test found that the factors affecting the decision to use the international freight forwarder service. Overall classified by gender, age, education, length of work and job position. There was a statistically significant difference at the 0.05 level.

METHODS

This research is qualitative research. and used closed-ended questionnaires to collect data. The respondents fill out the questionnaire by themselves. Population The population used in this study is the general population. who come to use the parcel delivery service in Udon Thani province.

The researcher therefore uses the formula of W.G.cochran as follows:

$$n = \frac{P(1 - P)Z^2}{d^2}$$

WHERE N = NUMBER OF SAMPLES USED IN THE STUDY.

P = PROPORTION OF THE POPULATION THAT THE RESEARCHER WANTS TO RANDOMLY ASSIGN HERE. SET EQUAL TO 0.3

D = MAXIMUM TOLERANCE BY DETERMINING THAT THE EXPECTED MOVEMENT IS NOT MORE THAN 1 PERCENT, THEREFORE, IT IS EQUAL TO 0.05.

Z = STANDARD VALUE WITH NORMAL DISTRIBUTION HERE, THE CONFIDENCE LEVEL IS 95%, SO THE Z VALUE IS 1.96.

SUBSTITUTE EACH VARIABLE IN THE FORMULA TO GET THE SAMPLE SIZE AS FOLLOWS:

$$n = \frac{0.3(1 - 0.3)1.96^2}{0.05^2}$$

$n = 322.68$

FOR THE METHOD OF COLLECTING DATA FROM PEOPLE WHO USE PARCEL DELIVERY SERVICE IN UDON THANI PROVINCE THIS TIME, THE RESEARCHER WILL USE A NON-PROBABILISTIC SAMPLING METHOD. (NON-PROBABILITY SAMPLING) USING RANDOM SAMPLING METHOD.(ACCIDENTAL SAMPLING) WITH A TOTAL OF 322 SAMPLES.

RESULTS

1. Hypothesis testing results

Group of people using the service A group of 322 respondents answered the questionnaire. Most parcel delivery service users were female. aged between 31-40 years old with bachelor's degree or equivalent having marital status most of them have a career. Being an employee of a private company and have an average monthly income of less than 10,000 baht.

Service users with different demographic characteristics in choosing parcel delivery services in Udon Thani Province. Research to study the relationship between demographic characteristics on consumer decision making. Have asked the population to answer 322 questionnaires based on demographic data. It was found that most consumers were female more than male, aged between 31-40 years old with a bachelor's degree or equivalent. having marital status, being an employee of a private company and have a monthly income of less than 10,000 baht, found that the gender factor age factor educational level factor Status factor Occupational factors and income factor Factors affecting the decision to choose a parcel delivery service in Udon Thani Province when considering each side. It was found that service users with different demographic characteristics influenced the decision to choose parcel delivery services in Udon Thani Province. There are differences as follows.

Gender factor different sex It has no effect on choosing to use the parcel delivery service of different service users. Females made more decisions in choosing parcel delivery services in Udon Thani Province than males. can be seen from the decision. Females' choice of parcel delivery in Udon Thani for transportation services were 187, while males' decision to choose parcel delivery services were 135.

Age Factor different age. There is no effect on the decision of choosing different parcel delivery services to be seen. From the analysis of factors affecting the decision to choose parcel delivery services in Udon Thani Province, the service users aged 31-40 were equal to 150 people, aged 15-30 were equal to 108 people, aged 41-60 were The value is equal to 61 people and above 60 years old. is equal to 3 people

Education level factor Different educational levels affect the decision to choose parcel delivery service different It can be seen from the mean decision of choosing parcel delivery service for the service of service users who studied higher than a master's degree was equal to 8 people, studying a master's degree was equal to 27 people and studying a bachelor's degree or equivalent. is equal to 180 people, while service users who study under a bachelor's degree are equal to 170 people

Status factor different status It can be seen from the analysis of factors affecting the decision to choose parcel delivery services in Udon Thani Province at The divorce status was equal to 32 people and the marital status was equal to 160 people, while the single status was equal to 130 people.

Occupational factors different professions Resulting in the decision to choose different parcel delivery services can be seen from the analysis of factors affecting the decision to choose parcel delivery services in Udon Thani province that are state enterprises.is equal to 14 people, government officials are equal to 46 people, private company employees are equal to 76 people, business owners are equal to 37 people, general contractors are equal to 53 people, farmers are equal to 26 people and student occupations/students is equal to 54 people, other professional service users are equal to 16 people

Average monthly income factor different monthly income Resulting in the decision to choose different parcel delivery services, can be seen that the average income of 10001-20000 baht is equal to 97 people, the average income of more than 30000 baht is equal to 32 people with an average income of 20001-30000 baht is equal to 91 people, while the average income of less than 10000 baht is equal to 102 people.

summarize

Service users with different demographic characteristics affect the decision to choose parcel delivery service in Udon Thani province.

Demographics in terms of sex and different levels of education. It affects the decision to choose a parcel delivery service in Udon Thani Province. at a statistical significance level of 0.05 by those with Females are more likely to make logistics management decisions for parcel delivery services than males. And those with bachelor's degree or equivalent have higher satisfaction than bachelor's degree. Other demographic characteristics include age, status, occupation, monthly income. Affecting satisfaction, gender factor has no effect on the decision to choose different parcel delivery services in Udon Thani Province. Users of different ages had a decision to choose a parcel delivery service in Udon Thani Province, the age factor had no effect on a decision to choose a parcel delivery service in Udon Thani Province. different Clients with different levels of education make decisions. Choosing a parcel delivery service in Udon Thani Province, the factor of education level affects the choice decision. Use parcel delivery services in Udon Thani province. different Service users with different occupations had a decision to choose a parcel delivery service in Udon Thani Province, occupational factors had different effects on the decision to choose a parcel delivery service in Udon Thani Province. Users of different statuses have a choice decision. Using a parcel delivery service in Udon Thani Province, the status factor affects the decision to choose a parcel delivery service in Udon Thani Province. Different service users with different incomes had a decision to choose a parcel delivery service in Udon Thani Province, the income factor had an effect on the decision to choose a parcel delivery service in Udon Thani Province. different This is in line with the research of Suparat Apichatwongchai (2019). Factors affecting the company's selection of land transportation services Truck and Transport Co., Ltd. as a whole was at a high level ($\bar{x}=3.78$). When considering each aspect, it was found that the aspect with the highest average was the price factor. was at a high level ($=3.97$), followed by, respectively, the product factor was at a high level ($=3.95$), the factor of sales promotion was at a high level ($=3.87$), the factor of employees at a high level ($=3.86$), the factor on the operation process was at a high level ($=3.81$), factor in distribution channels was at a high level ($=3.59$), and the item with the lowest mean was physical characteristics moderate ($=3.42$) analysis result Comparison of factors affecting the selection of land transportation services of Truck-and Transport Co., Ltd. classified by sex, age, education level and service area. were not significantly different at the 0.05 level.

CONCLUSION AND FUTURE WORK

1. Product factor Entrepreneurs should focus on delivering products to customers in good condition. not damaged or lost because it will make customers not come back to use the service
2. Price factor Entrepreneurs should set appropriate service rates with standards. And the shipping rates are notified in advance.
3. Factors in terms of delivery channels Entrepreneurs should update product/service status via application/ The website is easy to use, uncomplicated, such as scheduling a delivery time.
4. Sales Promotion Factors Entrepreneurs have marketing promotions such as point accumulation, lump sum payment, and public relations through various media.

5. Employee factor Entrepreneurs recruit and train to provide good service with enthusiasm and speed. and have good human relations customer friendly
6. Operation process factors Entrepreneurs should have quick and uncomplicated operating procedures. And there are procedures to solve problems for users in a systematic way.
7. Physical Characteristic Factors Operators should have facilities to serve customers such as toilets, drinking water, and the building should be clean and orderly.

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