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SOCIAL NORMS AND MARKETING MIX FACTORS TO DECISION MAKING CAR CARE SERVICES IN SAKON NAKHON PROVINCE THAILAND.

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ABSTRACT

The study aims to evaluate the effect of social norms, and marketing mix factors to decision making of car care services in Sakon Nakhon, Thailand. Primary data were collected from car care customers with quota sampling method, using questionnaires by face to face interviews which included quantitative data. The data were analyzed using Statistics program which reveal the results of descriptive statistics as correlation coefficient by Pearson correlation method and linear regression. Cronbach's coefficient (α) of social norms, marketing mix and decision making were 0.839, 0.956, and 0.882 respectively.

The results shown that majority of samples were female in between 31 - 40 years old, hold bachelor degree, working in private company with income 15,000 - 25,000 Thai baht (THB) and 1 – 2 cars per household which mostly are sedan cars. Consumer behavior for using car care services was once per month in Saturday or Sunday around 9.01 – 12.00 am and pay expense for 150 – 200 THB per time with non-specified car care selected. The reason for regularly using car care were (1) clean washing (2) nearby accommodation/workplace and (3) good services. Selected services from car care were (1) exterior wash and interior vacuum (2) exterior wash and (3) wax and polish. Average service time spent was more than 55 minutes. The evaluation revealed that the mean score of social norms, marketing mix and decision making were 3.57, 4.27 and 4.09 respectively. Hypothesis testing results indicated that a social norm was nonsignificant effect on decision making car care services at 0.144 significant level. Whereas, marketing mix was significant effect on decision making car care services at 0.327 significant level. Therefore, marketing mix was a principle factor which effected to decision making of customer using car care services in Sakon Nakhon.

Keywords : Social Norms, Marketing Mix, Decision Making Car Care Services

INTRODUCTION

Thai people lifestyles have changed that mostly rely on private vehicle. From the previous year, Thailand has accumulate registration vehicle at the first half year more than 1.5 million especially sedan (not more than 7 passengers) which around 0.4 million Department of Transport [15]. Accumulate registration vehicle at Sakon Nakhon province from December 2017 – June 2019 was around 0.5 million Department of Transport [15].

The statistic revealed car ownership and vehicle industry increased rapidly as well as car care services which is support system. Hence, car care services industry is expanding to support customers who have no time and area to take care their vehicle. In each year, car care services industry is growing around 10% Kasikorn Thai Research Center [13] which both of new store and branch expanding to support customer demand Nittanat Nittanakon and

Thanakritset Sirichok [12] Also, people are regularly clean their vehicle especially basic cleaning such as exterior wash and interior vacuum. For this reason, car care service industry is possibly expanded and led great income opportunity that related with a study of Kasikorn research center which reported as car care service is highly interesting industry to support people lifestyle who would like to take care their vehicle but the time is limited. Thus, professional car care service is a good alternative for lifestyle of people nowadays. Even though, increasing number of vehicles in Thailand is an important factor of car care service establishment, sometimes it has too many car cares services that located in city center where a lot of people gather which customers have to decide to take the service from a good car care service.

Therefore, the study evaluated social norms and marketing mix factors to decision making car care services in Sakon Nakhon Province, Thailand. The results would be beneficial to entrepreneur and relevant user to establish a good car care service based on market strategies as well as an appropriate business plan which can developed the service systems for customer satisfaction.

LITERATURE REVIEW

Social norm

Social norm was assumed by Ajzen since 1985 which is social psychology that developed from Theory of Reasoned Action (TRA) of Ajzen and Fishbein [1]. The theory explains that human behavior lead by three beliefs as following;

- Behavioral beliefs
- Normative beliefs
- Control beliefs

Beliefs will affect to each variables Ajzen [3]. Theory of Planned Behavior (TPB) is addition developed from TRA which explained that human would be act according to following reasons;

- Attitude toward behavior (ATT)
- Subjective norm (SN)

Ajzen, and Fishbein [2] gives meaning of subject norm (SN) as a recognition of person that important person wants them to do or do not want them to do. SN divided to three type as following;

- Folkways
- Morel
- Laws

Montri Phiriyakun [8] explained about TPB as human behavior link with some causes as;

- Attitude toward behavior (ATT)
- Subjective norm (SN)
- Perceived behavior control (PBC)

All three causes would be occurred when it has belief as a basis as well as it directly affect to intention (IN). When IN is combined with actual behavioral control, behavioral would be appeared.

Angsinan Intarakamhang [14] gives meaning of social norm as behavior pattern that community cling as guidance and preset to what should community do, accept and suitable. Social Norm is an important factor of intention that would be performed and followed a plan of Ajzen [10] who explained the social norm theory. The social norm has related factor as nearby people who followed beliefs, social value, action or inaction, then a person would be comply with that nearby people.

Marketing mix factor (4Ps)

Seri Wongmontha [5] explained the meaning of marketing mix factor that is a controlled market variable that companies use together to respond satisfaction of target group or a tool that companies use together to accomplish the aim of organization communication.

Market mix consist of product, place, price and promotion that could be named as 4'Ps. All "P" have the same equality but it is depend on decision of marketing manager that will be emphasized in some "P" to respond requirement of target market as customer.

Decision making

Kotler and Keller [11] explained the decision-making process which divided to 5 processes as following;

1. Problem recognition is the first process of decision making that express from customers feeling who has requirement or obstacle that need to consume goods and services by internal or external motivation such as coldness or hungriness.

2. Information search is a finding related information process after the customer recognized the problem to support the buying decision process. The finding information could be used internal information search such as self-remember about goods or services as well as external information which come from nearby people as family, friend etc.

3. Evaluation of alternative is the comparative of several choices that customer get from a previous process to find out an appropriate alternative. The evaluation could be come from belief and attitude.

4. Purchase decision is a buying an appropriate goods or services process which relate to seller, quantity, date and payment method.

5. Post - purchase behavior is the expectation process of customer's satisfaction or unsatisfaction about goods or services. It is a significant factor for next time buying.

Methodology

The study is a quantity research based on survey research. The data were taken from car care customers' via face to face interviews questionnaire. The aim was to evaluate the effect of social norms, and marketing mix factors to decision making of car care services in Sakon Nakhon, Thailand. According to a large of sampling size, the quota sampling method of W.G.Cochran is used by 90% confidence and 5% error. Kalaya Wanichbancha [7] as following equation;

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

Where;

n = number of people who purchased the product sample

P = probability of people who purchased the product sample.

The researcher surveyed the probability of 100 samples and found that 75 samples used to consume car care in Sakon nakhon, the probability is 0.75

q = chance to not occur that equals to 1-p of the sample

e = acceptance error is 5% or 0.05

Z = confidence level at 95%, Z is 1.96

From this calculation, in case that number of sample is unknown, at the 95% confidence level, the number of sampling is 385. To avoid the mistake in the study, the researcher set the number of sampling is 400.

Measurement Tools Monitoring

The researcher tested for the validity and reliability of the tool by using the Cronbach's alpha coefficient, α . To measure how well a questionnaire, the α must higher than 0.7 (Hair et al.,) [6] as shown in Table 1.

Table 1: Reliability Analysis Results

Variables	Cronbach's alpha
1. Social norm	0.83
2. Marketing mix	0.95
3. Decision	0.88

CONCEPTUAL MODEL AND HYPOTHESES

Objectives

1. To investigate social norms to decision making of car care services in Sakon Nakhon
2. To investigate marketing mix factors to decision making of car care services in Sakon Nakhon
3. To investigate relationship between social norms and decision making of car care services in Sakon Nakhon
4. To investigate relationship between marketing mix factors and decision making of car care services in Sakon Nakhon

Hypothesis

H1: Social norms relative to decision making of car care services in Sakon Nakhon

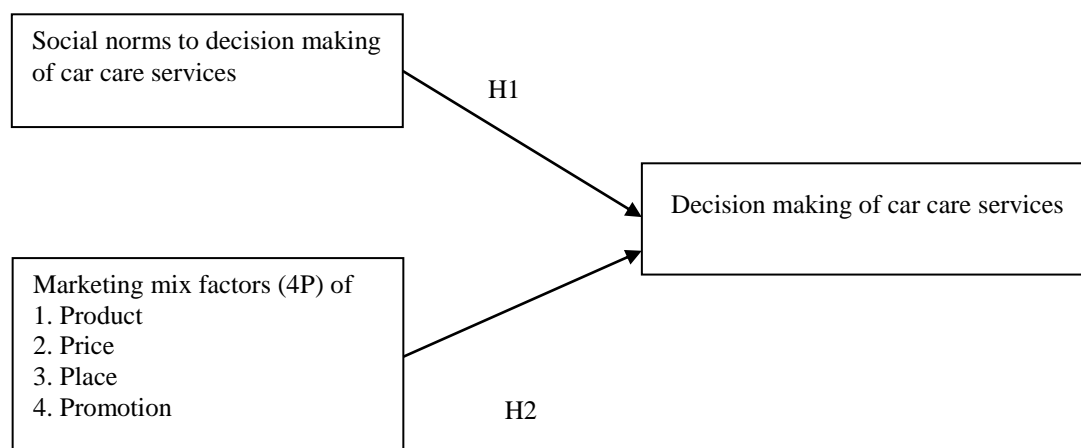
H2: Marketing mix factors (4P) of customer relative to decision making of car care services in Sakon Nakhon

The variables are defined as follows;

Independent Variables as social norm and marketing mix factors (4P)

Dependent Variables as decision making of car care services

Figure 1
Research Conceptual Model



RESULT

Analyzing and Results

The analysis by descriptive statistic divided into 6 part as details followed;

Part 1 General information of answerer as gender, age, education, occupation, income and behavior for choosing car care service. The results shown in statistical data as frequency and percentage.

Part 3-6 Data analysis about social norm, marketing mix factor and decision making of choosing car care service in Sakon Nakhon. The results shown in statistical data as Mean and Standard Deviation (SD).

Data testing by inferential statistics using for evaluating data to figure out social norm, marketing mix factor and decision making of choosing car care service in Sakon Nakhon via Multiple Regression Analysis. The analysis results are significant relatively by 95% confident.

Descriptive statistic results

Results of descriptive statistic for general information of answerer were shown in Table 2 which divided into 3 parts as;

Part 1 General information of answerer revealed that around 57.5% of answerer is female in between 31 - 40 years old (57.5%), hold bachelor degree (60%), working in private company (65%) with income 15,000 - 25,000 Thai baht (THB) (50%) and 1 – 2 cars per household (67.5%).

Part 2 Results of consumer behavior for using car care services was once per month in Saturday or Sunday around 9.01 – 12.00 am and pay expense for 150 – 200 THB per time with non-specified car care selected. The reason for regularly using car care were (1) clean washing (2) nearby accommodation/workplace and (3) good services. Selected services from car care were (1) exterior wash and interior vacuum (2) exterior wash and (3) wax and polish. Average service time spent was more than 55 minutes.

Part 3 The evaluation results revealed that the mean score of social norms, marketing mix and decision making were 3.57, 4.27 and 4.09 respectively.

The descriptive statistic for hypothesis testing results via Pearson correlation method which is a method to measure the correlation of independent variable, analyze structure equation modelling and correlation analysis which might be significant relatively. The analysis was using factor analysis to conclude the validity. The researcher tested the factor loading of variables by Varimax techniques and found that all variables have load as one component, which mean all variables are construct validity. For the hypothesis testing, the abbreviation of variables are as bellowing:

The abbreviation of variables are as bellowing

Social represent social norm

4Ps represent marketing mix factors

Decision represent decision making of car care service selection

Table 2
Descriptive Statistics

n = 400

Sampling information		amount	%
Gender	Male	17	42.5
	Female	23	57.5
Age	below 20 years old	-	-
	21-30 years old	12	30
	31-40 years old	23	57.5
	41-50 years old	5	12.5
	51-60 years old	-	-
	over 61 years old	-	-
Education	Primary school	1	2.5
	Middle School (Grade 6-8)	3	7.5
	High Vocational Certificate	6	15.
	Bachelor	24	60
	Master or higher	6	15
	Other (please identified)	-	-
Occupation	Student	1	2.5
	Private employees	26	65
	Government official	9	22.5
	Self-employed	4	10
	Other (please identified)	-	-
Income	lower 15,000 Baht	15	37.5
	15,001-25,000 Baht	20	50
	25,001-35,000 Baht	3	7.5
	35,001-45,000 Baht	2	5.0
	45,001-55,000 Baht	-	-
	Over 55,000 Baht	-	-
How many car do you have in the house?	1-2 cars	27	67.5
	3-4 cars	10	25
	4-5 cars	3	7.5
	More than 6 cars	-	-
Type of the car?	Sedan	24	60
	Pick up	11	27.5
	SUV	3	7.5
	Van	2	5
	Other (please identified)	-	-
Customer's behavior		amount	%
How often do you use car care service in average?	4 month/time	4	10
	3 month/time	8	20
	2 month/time	9	22.5
	1 month/time	13	32.5
	Other (please identified)	6	15
How much you spent for car care service in each time?	150-300 Baht	35	87.5
	301-400 Baht	-	-
	401-500 Baht	2	5
	501-600 Baht	1	2.5
	More than 600 Baht	2	5
Where do you often to go for car care?	Proclean (Robinson)	4	10
	Dollar car care (Nevada)	7	17.5
	Car care @Bandjak (Near Robinson)	2	5
	Clean square (Lotus)	1	2.5
	Sun wash (Behind the lotus)	1	2.5
	Other (please identified)	25	62.5

Sampling information		amount	%
Why do you choose that car care service?	Good services	9	22.5
	Clean washing	16	40
	Good washing equipment	4	10
	Cheap	7	17.5
	nearby accommodation/workplace	13	32.5
	Good atmosphere or decoration	-	-
	Good and comfortable reception room	2	5
	Promotion	5	12.5
	Recommended by near person	3	7.5
	Located in shopping mall	2	5
	Other (please identified)	1	2.5
What a service do you use in car care service?	exterior wash	22	55
	exterior wash and interior vacuum	23	57.5
	wax and polish	20	20
	seat covers wash	2	5
	Engine room wash	3	7.5
	Ozone	-	-
	Other (please identified)	1	2.5
What date do you often to go for car care service?	Workday (Mon-Fri)	13	32.5
	Weekend (Sat-Sun)	16	40
	Long holiday	1	2.5
	Work day and weekend	9	22.5
	Other (please identified)	1	2.5
What time do you often to go for car care service?	7.30-9.00	3	7.5
	9.01-12.00	18	45
	12.01-15.00	8	20
	15.01-18.00	7	17.5
	18.01-20.00	2	5
	Other (please identified)	2	5
How much time do you spend in car care service in average?	Less than 35 mins	2	5
	35-45 mins	11	27.5
	46-55 mins	11	27.5
	More than 55 mins	15	37.5
	Other (please identified)	1	2.5

Table 3
Regression results of independent variables

	Decision	4Ps	Social	
MEAN	4.0938	4.2667	3.5708	
S.D.	.53913	.54309	.53160	
Decision	1			
4Ps	0.327**	1		
Social	0.144**	0.420**	1	
** P<0.05				

Regression results of relationship between relative variables and independent variable shown in Table 3 should not exceed 0.80 (Hair et al.) [9]. The results shown that Decision and 4P was lower than 0.80 which is not caused of multicollinearity. Namely, there is no relative conflict in independent variables. Therefore, linear regression for structural equation model testing is appropriate following hypothesis.

Table 4 Simple Linear Regression Analysis Results

Model	Unstandardized Coefficients Beta Std. Error		Standardized Coefficients Beta (β)	Adjusted R2	S.E.E	F	t	Sig.
H1 social \rightarrow Decision	0.146	0.163	0.144	- 0.005	0.541	0.804	0.897	0.375
H2 4P \rightarrow Decision	0.324	0.152	0.327	0.083	0.516	4.537	2.130	0.040**
** P<0.05								

Table 4 shows the results of hypothesis analysis using simple linear regression. The results revealed that only one variable has relatively significant; market mix factor (4Ps) is positive influence with decision making for choosing car care service by Beta (β) as 0.327

Model	Unstandardized Coefficients Beta Std. Error		Standardized Coefficients Beta (β)	t	Sig.
Constant	2.695	0.734	-	3.67	0.001
Social	0.008	0.174	0.008	0.048	0.962
4P	0.321	0.170	0.323	1.887	0.067
Adjusted R2 = 58 %		S.E.E = 0.52315		F = 2.210	
Dependent: Decision Making					

** P<0.05

Table 5 Table 4 shows the results of hypothesis analysis using multiple linear regression. The results revealed that there is none relatively significant variables. As well as, 4Ps does not influence of decision making for choosing car care service by Beta (β) as 0.008 and 0.321 respectively

CONCLUSIONS

The study aims to evaluate the effect of social norms, and marketing mix factors to decision making of car care services in Sakon Nakhon. The results indicated that the relatively significant variable as market mix factor (4Ps) has positive influence with decision making for choosing car care service.

From the research results, market mix factor as place and promotion is dominate to decision making of customer car care service choosing. An entrepreneur can apply the study results to improve their business strategies as well as emphasize promotions to increase customer attraction. Pay much attention about distribution and promotions are also customer motivation which can increase their impressiveness that can take purchasing order as well as competitive advantage of car care services market in Sakon Nakhon.

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