

**Factors Influencing Consumer Behavior****Kunchiaiang Sausage Produced from Meat Fish****Consumer in Bangkok Metropolis**

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— *Review of* —  
**Integrative  
 Business &  
 Economics**  
 — *Research* —

**ABSTRACT**

The study of “Factors influencing consumer behavior Kunchiang Sausage produced from meat fish Consumers in Bangkok Metropolis” This research aimed 1) To study the behavior of users to buy sausage made from meat, fish consumers in Bangkok 2) To study the factors that affect the marketing mix used to purchase sausage produced from meat of the fish. Consumers in Bangkok Metropolis and 3) To compare factors that affect the marketing mix used to buy sausage made from meat, fish consumers in Bangkok Metropolis by way of Convenience Sampling choosing a particular store. The cooperation of the respondents, This research were 400 people there collecting information. The statistics used in the analysis include percentage, average, standard deviation. Differences T-test of variance (One way ANOVA) and test relationships and Pearson Chi-square. The results were as follows: Factors influencing consumer behavior Kunchiang Sausage produced from meat fish Consumers in Bangkok Metropolis, mostly Female, 20-40 aged years, Marital status, Bachelor degree, Occupation Bureaucrats, Monthly income 20,000-30,000. In the first month, the frequency of purchase 1-3 times. The average value the purchase of 100-500 baht. The marketing mix, the consumer is very important : The quality of the product needs to be cleaning and safety, Price is right, location of conveniently accessed and food products to sample. The comparison marketing mix (4Ps) influence the decisions that affect the marketing mix used to buy sausage made from meat, fish consumers in Bangkok Metropolis The marketing mix 4Ps at a high level, including the distribution ,Price ,Product and Promotion associated with the influencing consumer behavior Kunchiang Sausage produced from meat fish Consumers in Bangkok Metropolis and the statistical significance level of 0.05.

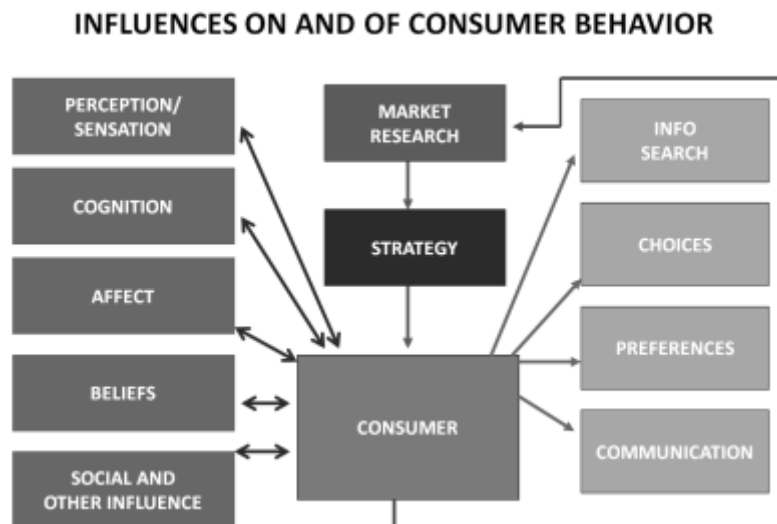
**Keywords :** Consumer Behavior, Kunchiang Sausage ,Marketing mix Factors, Bangkok Metropolis

**Introduction**

**Consumer behavior** involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret

information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product).

The consumer faces numerous sources of influence.



**Sources :** Influence on the consumer (2006)

Often, we take cultural influences for granted, but they are significant. An American will usually not bargain with a store owner. This, however, is a common practice in much of the World. *Physical* factors also influence our behavior. We are more likely to buy a soft drink when we are thirsty, for example, and food manufacturers have found that it is more effective to advertise their products on the radio in the late afternoon when people are getting hungry. A person's *self-image* will also tend to influence what he or she will buy an upwardly mobile manager may buy a flashy car to project an image of success. *Social* factors also influence what the consumers buy often, consumers seek to imitate others whom they admire, and may buy the same brands. The social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes or ham and eggs for breakfast than to have rice, which is preferred in many Asian countries) and a subculture (e.g., rap music often appeals to a segment within the population that seeks to distinguish itself from the mainstream population). Thus, sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behavior is influenced by *learning*—you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

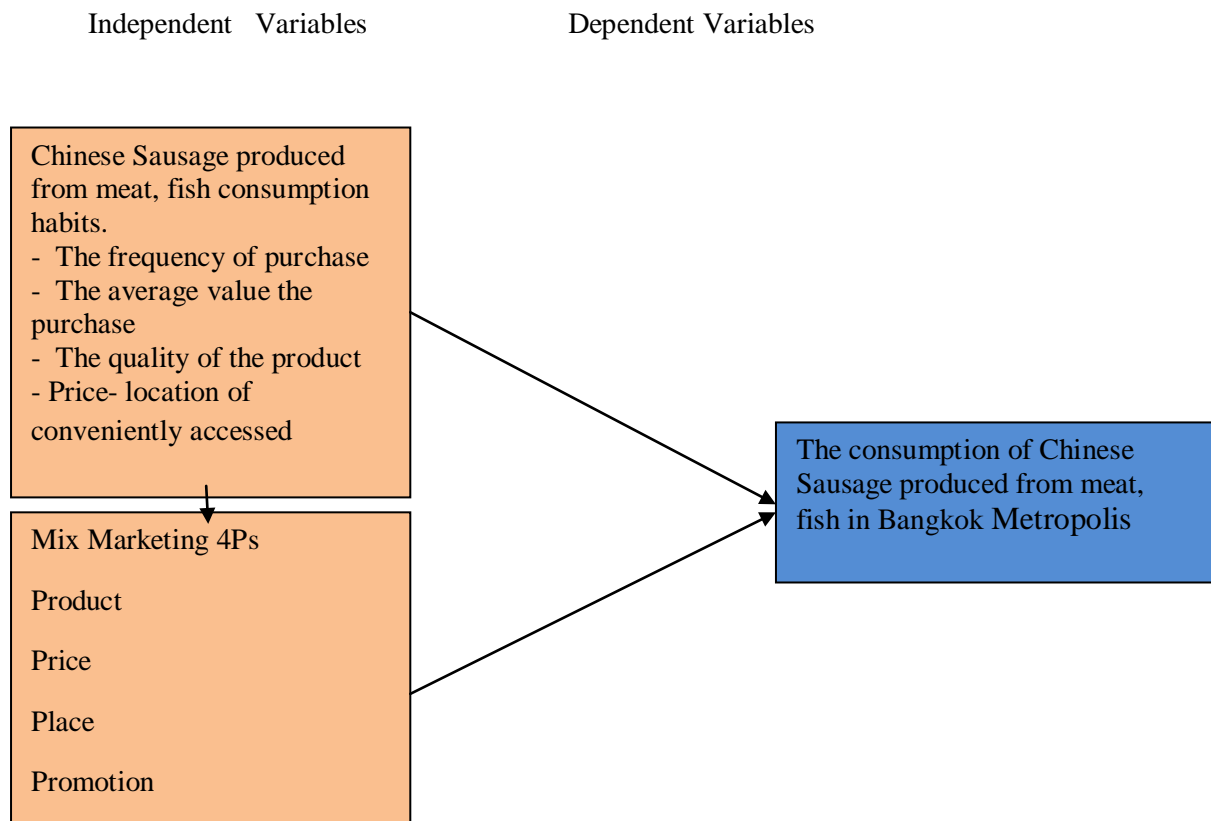
## Objective of the study

- 1.To study the behavior of users to buy sausage made from meat, fish consumers in Bangkok 2)
- 2.To study the factors that affect the marketing mix used to purchase sausage produced from meat of the fish. Consumers in Bangkok Metropolis

3.To compare factors that affect the marketing mix used to buy sausage made from meat, fish consumers in Bangkok Metropolis

## Framework of research

### Conceptual Framework



## Materials and Methods

The research "The marketing mix factors that influence buying behavior Chinese Sausage made from meat, fish consumers in Bangkok," the researchers use regulations. (Methodology) Using the survey (Survey Research) by collecting information from questionnaires. (Questionnaire)

## Population and Sample Size

The population of the study is that people aged 20and over who live in Bangkok. The consumers who have bought a Chinese Sausage made from meat, fish consumers in Bangkok

## Data Collection

The samples used in the study was that people who have consumed buy sausage made from meat, fish consumers in Bangkok. The sample was selected using multi-stage (Multi-Stage Random Sampling) below.

Step 1 to determine the amount of the sample by sample, accommodation in Bangkok in 2556, which totaled 6,355,144 people (National Bureau of Statistics. 2556), using the formula of Yamane (Yammane).

## Conclusion

The marketing mix is one of the most famous marketing terms. The marketing mix is the tactical or operational part of a marketing plan. The marketing mix is also called the 4Ps and the 7Ps. The 4Ps are price, place, product and promotion. The services marketing mix is also called the 7Ps and includes the addition of process, people and physical evidence.



## Price

*Price is the amount the consumer must exchange to receive the offering .Solomon et al (2009).* The company's goal in terms of price is really to reduce costs through improving manufacturing and efficiency, and most importantly the marketer needs to increase the perceived value of the benefits of its products and services to the buyer or consumer. There are many ways to price a product. Let's have a look at some of them and try to understand the best policy/strategy in various situations.

**Place**Place includes company activities that make the product available to target consumers.

*Kotler and Armstrong (2010).*Place is also known as channel, distribution, or intermediary. It is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer.

## **Product**

*Product means the goods-and-services combination the company offers to the target market.**Kotler and Armstrong (2010).*For many a product is simply the tangible, physical item that we buy or sell. You can also think of the product as intangible i.e. a service.

In order to actively explore the nature of a product further, let's consider it as three different products – the CORE product, the ACTUAL product, and finally the AUGMENTED product.

The Product Life Cycle (PLC) is based upon the biological life cycle. For example, a seed is planted (introduction); it begins to sprout (growth); it shoots out leaves and puts down roots as it becomes an adult (maturity); after a long period as an adult the plant begins to shrink and die out (decline).

The Customer Life Cycle (CLC) has obvious similarities with the Product Life Cycle (PLC). However, CLC focuses upon the creation and delivery of lifetime value to the customer i.e. looks at the products or services that customers NEED throughout their lives.

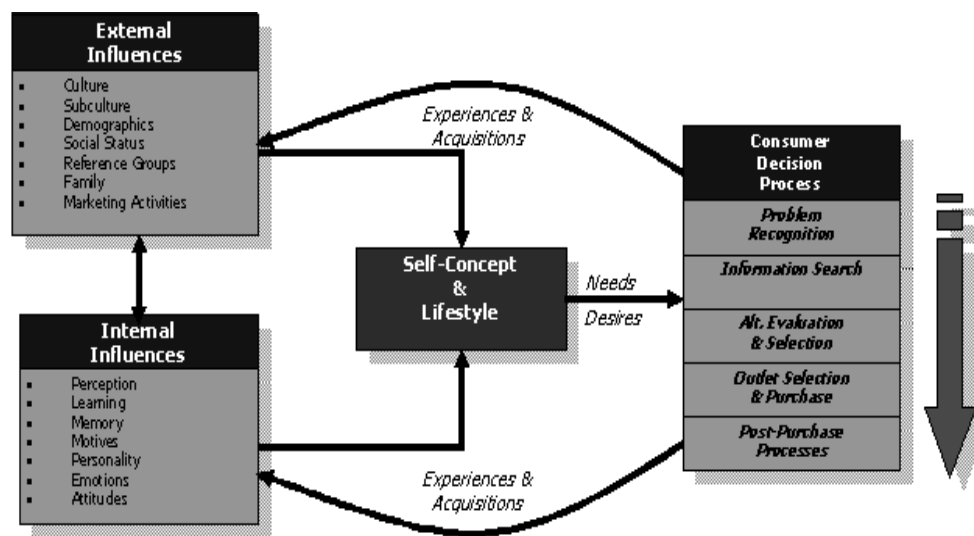
## **Promotion**

Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products.

*Solomon et al (2009).*

Promotion includes all of the tools available to the marketer for marketing communication. As with Neil H. Borden's marketing mix, marketing communications has its own promotions mix. Whilst there is no absolute agreement on the specific content of a marketing communications mix, there are many promotions elements that are often included such as sales, advertising, sales promotion, public relations, direct marketing, online communications and personal selling.

## Black Box Model "Consumer Behaviour"



The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviourism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus are given by social factors, based on the economical, political and cultural circumstances of a society. The buyers black box contains the buyer characteristics and the decision process, which determines the buyers response.

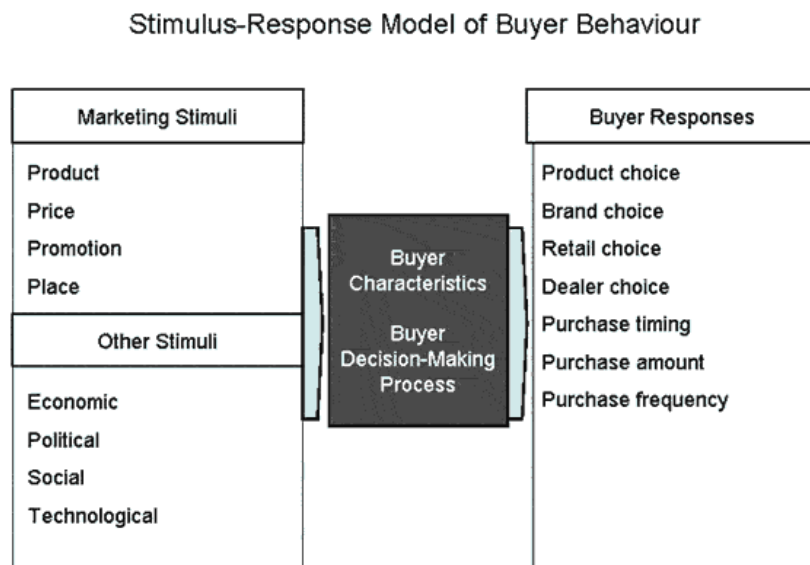
The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

### Cognitive Approach to Consumer Behaviour



According to Stimulus-Organism-Response model there is a linear relationship between the impact of stimuli on inactive organism, and as a result of the impact the organism responses in a certain manner (Cziko, 2000). However, this model has been subjected to criticism, notably by Tyagi (2004) and Kahle and Close (2006), and the criticism relates to the idea that Stimulus-Organism-Response model does not take into account the past experiences of the organism.

A well-developed and tested model of buyer behaviour is known as the stimulus-response model, which is summarised in the diagram below:



In the above model, marketing and other stimuli enter the customers “black box” and produce certain responses.

## Conclusions

Factors influencing consumer behavior Kunchiang Sausage produced from meat fish Consumers in Bangkok Metropolis

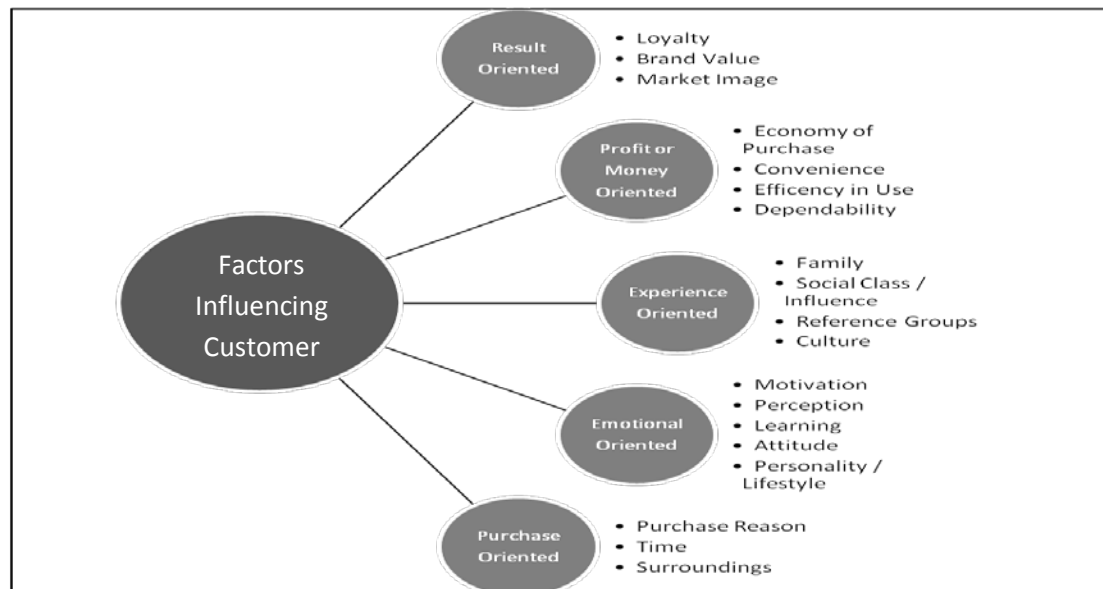
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## APPENDIX

There are several competitive classifications on buying motives applied by experts in the arena of marketing, in identifying the level of influence generated by the identified influential factors of customer buying motives. Among those, the classification of Gitomer, J

has been selected as the most spirited categorization of customer buying motives in order to carry out the study in the most fruitful manner. Figure 1 depicts the conceptual framework used in this study.

Figure 1 Factors Influencing Customer Buying Motives



Source: Gitomer J. , 2004, Inside Tuscon Business, Vol. 13 Issue 52, p10-10

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