

Marketing Mixes Influencing the Decision Making in Choosing the Accommodation of Nakhon Pathom Rajabhat University Students

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Abstract

The objectives of this research are 1) to study the marketing mixes and the decision making in choosing the accommodation of Nakhon Pathom Rajabhat University students and 2) to study the marketing mixes influencing the decision making in choosing the accommodation of Nakhon Pathom Rajabhat University students. The sample group consists of 260 students. The convenience sampling is used for random sampling. The data is analyzed by using the descriptive statistics, percentage, mean, standard deviation, and inferential statistics. The correlative statistical analysis is used between the independent variables and dependent variables and the hypotheses are tested using the structural equation analysis having the values used for checking the harmony and the corresponding values of the structural equation model with empirical data. The research results reveal as follows. Most of the respondents are female calculated as 51.5% having the ages between 20-25 years calculated as 57.0%. Most of them have the education level in the bachelor's degree for 70.5%. They are studying in the Faculty of Management Science calculated as 30.5%. They have the single status calculated as 72.5%. The levels of opinions about the marketing mixes and the decision making in choosing the dormitory of Nakhon Pathom Rajabhat University students are found in the high level ($\bar{X} = 4.34$). The results of the analysis have the component values of 0.88, 0.85, 0.84, 0.83, 0.82, 0.64 and 0.50, respectively. The results of hypothesis test have the route coefficient equaling to 0.88 with statistical significance at the 0.01 level.

Keywords: Marketing Mixes, Accommodation, Nakhon Pathom

Introduction

The 4 requisites are important in living. Currently, the students have to travel to study in some places which may be far from their hometowns. Therefore, choosing the accommodation is important for the students to have better quality of life especially during the student life which is considered the turning point in growing as the adults. It is necessary for them to have suitable accommodation with good environment both in the education and in the residences so that the quality of life can be well developed. However, if the students have to study in the universities far from their homes such as in different districts or in other provinces, they have to find temporary residences to live while they are studying for the convenience in traveling. The place that can accommodate students who have to study far

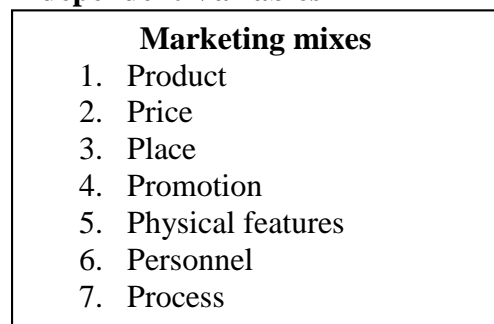
away from homes is the "dormitory". According to the Act B.E.2507, the definition of "dormitory" is a place for serving the residents who are during the study as prescribed in the ministerial regulations from 5 people or more and the residents give the property as exchanging. There are 2 types of dormitories; male and female dormitories, which will not permit the male and female students to live altogether (Wongnertsawang, 2000). Apart from the "dormitories" which are the temporary residences, there are other types of accommodation which are non-sexually separated such as detached houses, townhouses, and unisex dormitories. Therefore, the operators of "dormitories" have to conduct the competitive marketing campaign carefully in order to know what kind of housings the consumer want and which preferred rental rate is. The marketing must try to find the right channels consistent with the requirements of the tenants for the "dormitories" operators to be able to compete in the residential business for rent. At present, the growth of dormitory business for rent continually expands. It is evident that there are a lot of private dormitories for rent around Nakhon Pathom Rajabhat University. Even though the business has a longer payback period than other businesses, it is the business for long-term benefit collection. As there are plenty of dormitory businesses for rent registered only in Muang District, Nakhon Pathom Province, the competition rate in the rental dormitory business is quite high. There is the competition, pattern improvement, and searching for the ways in developing the dormitory to be modern and able to meet the needs of the students as much as possible at all times. From several factors possibly affecting the decision in choosing the dormitories for rent of the students, the reputation of the dormitories is considered one type of "Brand". The "Brand" is a combination of physical characteristics and values and the psychological values of products possibly resulting in making the products under such brand are different from other products (Wongmontha & Techakana, 2007). The good brand will be in the heart of the consumers. When the consumers have good memories with the brand and are ready to be loyal to the goods under such brand. Thus, if the dormitories are reputable and acceptable among general people, such dormitories will be advantageous in terms of being acceptable to the public. Currently, Nakhon Pathom Rajabhat University welcomes more students resulting in the increasing number of students. As a result, the dormitories in the university are inadequate or the facilities are not available to serve the students. The dormitories for rent are the interesting choices for students. As the dormitories for rent are very convenient such as opening for 24-hour without the limited hours in opening and closing as well as allowing the residents to bring the outsiders into the dormitories differently from the university dormitory. The dormitories for rent have the internal bathrooms, full ranges of facilities and utilities and the distance from the university is not too far. The dormitories are located around the university area. From this reason, the research group is interested in studying the marketing mixes influencing the decision making in choosing the residences of Nakhon Pathom Rajabhat University students for the benefits and worthiness of students and to guide the entrepreneurs to develop their dormitories further.

Objectives

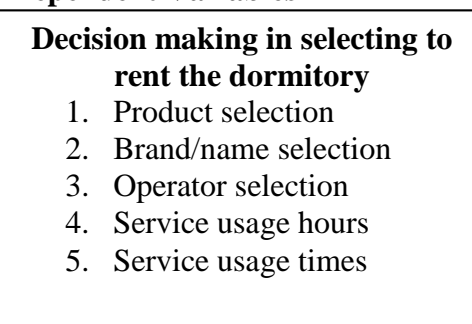
1. To study the marketing mixes and the decision making in choosing the accommodation of Nakhon Pathom Rajabhat University students
2. To study the marketing mixes influencing the decision making in choosing the accommodation of Nakhon Pathom Rajabhat University students

Conceptual Framework

Independent Variables



Dependent Variables



Methodology

Population and Sample: The population used in this study consists of 13,865 students (the data as of August, 2016). The researchers have calculated the sample size following the idea of Hair, Anderson, Tatham, & Black (2006: 112-113) proposing that the sample size should be considered together with the estimated independent parameters having the ratio between the unit and the number of parameters. In this study, the researchers use the ratio of 1 per 20 with the parameters needed to be estimated for a total of 13 parameters. The sample groups consist of 260 students randomly selected as non-specific samples.

Data Collection: The researcher has collected the data from January to March, 2017, using the questionnaires derived from the review of theories and researches. The independent variables consists of 7 indicators; 1. Product, 2. Price, 3. Place, 4. Promotion, 5. Physical features, 6. Personnel, 7. Process. The dependent variables of the decision making in renting the dormitories consist of 5 indicators; 1. Product Selection, 2. Brand / name selection, 3. Operator selection, 4. Service usage hours, 5. Service usage times.

Data Analysis: This research is quantitative research. In the data analysis, the descriptive statistics, percentage, mean, standard deviation, and inferential statistics are used. The correlative statistical analysis is used between the independent variables and dependent variables and the hypotheses are tested using the structural equation analysis having the values used for checking the harmony and the corresponding values of the structural equation model with empirical data.

Results

Most of respondents are female calculated as 51.5%, male calculated as 48.5%. Most of them are in the age between 20-25 years calculated as 57.0%, followed by the age between 36-40 years calculated as 13.0%. Most of them are studying in the bachelor's degree calculated as 70.5% followed by the education at the level higher than bachelor's degree calculated as 15.0%. They are mostly studying in the Faculty of Management Science calculated as 30.5% followed by the Faculty of Education calculated as 25.0%. Most of them are single calculated as 72.5% followed by the married status calculated as 23.5%. Regarding the marketing mixes and the decision making in choosing the residences of Nakhon Pathom Rajabhat University students in the entire picture, it is found to be at the high level ($\bar{x} = 4.34$). When considering each aspect, it is found that the aspect of room features is at the high level ($\bar{x} = 4.32$). The aspect of price is at the high level ($\bar{x} = 4.37$). The aspect of location is at the high level ($\bar{x} = 4.25$). The aspect of marketing promotion is at the high level ($\bar{x} = 4.17$). The aspect of service provision is at the high level ($\bar{x} = 4.91$). The aspect of personnel providing the service is at the high level ($\bar{x} = 4.12$). The service quality is at the high level ($\bar{x} = 4.26$). The factors affecting the decision making in choosing to rent the dormitories of Nakhon Pathom Rajabhat

University students in the aspect of room features in the entire picture is at the high level ($\bar{x}=4.32$). When considering each aspect, it is found that all aspects are at the high level as well. The styles of dormitories are modern/beautiful ($\bar{x}=4.03$). The room sizes are suitable ($\bar{x}=4.25$). There are several styles of rooms ($\bar{x}=4.51$). There are suitable in-room facilities such as TV, refrigerators, water heater, internet, etc. ($\bar{x}=4.59$). There are standardized security systems ($\bar{x}=4.22$).

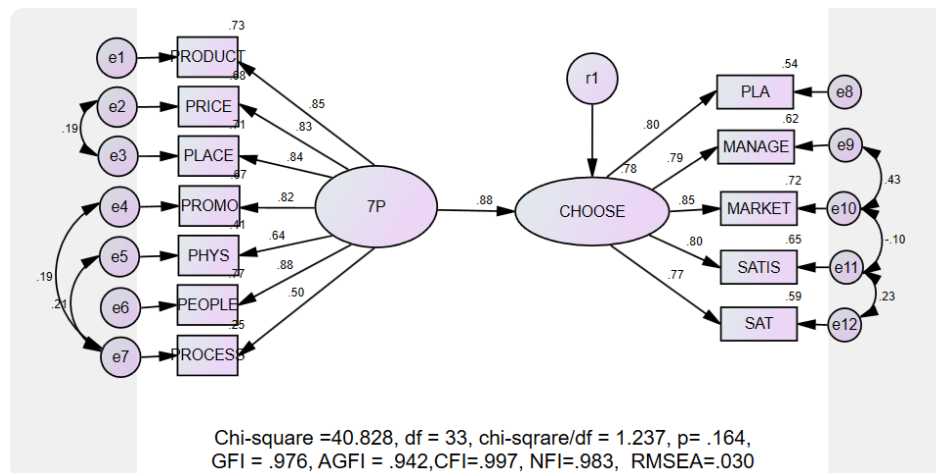


Figure 1 Results of the harmony test of the structural model of marketing mixes that influence the decision making in choosing the residences of Nakhon Pathom Rajabhat University students (after being modified)

Table 1 Results of data analysis from the indices used in examining the consistency and harmony of variables and empirical data (after being modified)

No.	Values	Criteria	Obtained values	Results of consideration
1	χ^2	$0.05 < \rho < 1.00$	0.164	Passing the criteria
2	χ^2/df	$0.00 < \chi^2/df \leq 3$	1.237	Passing the criteria
3	GFI	$0.90 < GFI \leq 1.00$	0.976	Passing the criteria
4	AGFI	$0.90 < AGFI \leq 1.00$	0.942	Passing the criteria
5	CFI	$0.95 \leq CFI \leq 1.00$	0.997	Passing the criteria
6	NFI	$0.90 \leq NFI \leq 1.00$	0.983	Passing the criteria
7	RMSEA	$0.00 \leq RMSEA \leq 0.08$	0.030	Passing the criteria

According to Table 1, it is found that the correlation between the structural equation model and the modified model is consistent with the empirical data more. Considering from the correlation indices $\chi^2=40.828$, $df = 33$, $GFI = 0.976$, $AGFI = 0.942$, $CFI = 0.997$, $NFI = 0.983$ and $RMSEA = 0.030$ with all passing values and ρ -value of 0.164 which is greater than 0.05, it indicates the acceptance of the hypothesis that the theoretical models are consistent with the empirical data. The research results on the elements of marketing mixes show that the aspect of personnel providing the service has the highest composition value followed by the aspect of room features, location, price, and marketing promotion. The aspect of process in service provision has the lowest composition value having the composition values of 0.88, 0.85, 0.84, 0.83, 0.82, 0.64, and 0.50, respectively. According to the results of analysis on the compositions of the decision making in choosing the residences, it is found that the aspect of brand recognition has more composition value than the aspect of brand perception with the composition values of 0.89 and 0.75, respectively, more than the product selection, brand/name selection, operator selection, service usage hours, and service usage

times. According to the results of hypothesis test, the marketing mixes are found to influence the decision making in choosing the residences of Nakhon Pathom Rajabhat University students with the route coefficient of 0.88, statistical significance at the 0.01 level, and the predicting coefficient for 78%. Therefore, the research results accept the set hypotheses.

Discussion

Regarding the marketing mixes are found to influence the decision making in choosing the residences of Nakhon Pathom Rajabhat University students, in Nakhon Pathom Province, it is found that the aspect of personnel providing the service has the highest composition value followed by the aspect of room features, location, price, and marketing promotion. The aspect of process in service provision has the lowest composition value having the composition values of 0.88, 0.85, 0.84, 0.83, 0.82, 0.64, and 0.50, respectively. This is correspondent with the research of Adul Jaturongkul and Donlaya Jaturongkul (2003: 16) stating that the consumer's behaviors are the activities persons do when they receive or consume the products and services. This includes the removal of products or services after consumption. The study on the factors influencing the consumer's behavior is conduct in order to understand the needs of the consumers in each aspect and to arrange the marketing stimulants to be suitable when the customers are stimulated to take advantage of the different aspects of their marketing efforts, and in order to provide the right marketing incentives. When the customers receive other incentives, it is like the black bog which the Seller cannot estimate. The task of the Seller is to find out what the customers are and what the feelings are influenced by. The study on the customers' intent is useful for the seller in knowing the demands and characteristics of the customers in order to align the marketing mixes to motivate and respond to the needs of the customers who are the targets correctly as well as influencing the decision making on choosing the accommodation of Nakhon Pathom Rajabhat University students.

Recommendation

1. The operational places dealing with the dormitory rental business should be updated and revised in order to meet the demands of students to support the decision-making.
2. The government agencies relevant in the supervision of neatness should set up the rules and regulations to ensure safety and to educate students and operational places.

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