

MARKETING MIX IN THE CONSUMER VIEW AND CONFIDENCE THAT AFFECT THE DECISION TO BUY PRECAST CONCRETE WALL HOUSE IN BANGKOK AND PERIMETER

Pongsak Thongkam¹

Suwat Chemasangkanan²

Wisit Rittiboonchai³

Received 3 May 2021

Revised 28 May 2021

Accepted 30 May 2021

Abstract

The purposes of the study research were: 1) to study to the individual factors when making decisions to buy precast concrete wall houses, and 2) to study the marketing mix from the consumer view and the effects of the confidence level on such decisions. The study was a quantitative research with the samples of 401 people. The research tool was a questionnaire. The statistics for data analysis used were frequency, percentage, mean, and standard deviation. The statistics for hypothesis test were t-test, One-way ANOVA, and multiple regression analysis.

The research results show that: 1) There are statistically significant differences in age, occupation and monthly income to buying decision in a residential house, precast concrete wall system of the housing estate project. 2) Marketing mix factor (X1) and brand confidence factor (X3) have a statistically significant influence on prefabricated concrete wall purchase decision. Accordingly, the equations can contribute to 53 percent of the forecast. The equation can be written as $Y_{tot} = 0.31 + 0.32(X1) + 0.52(X3)$.

Keywords: Marketing Mix, Confidence, Buying Decisions

¹ Master of Business Administration students, Department of General Management, Faculty of Management, Nakhon Pathom Rajabhat University, 85 Malaiman Road, Muang, Nakhon Pathom 73000

E-mail: pongsak2515civil @ gmail.com

^{2 3} Instructor, Department of General Management, Faculty of Management, Nakhon Pathom Rajabhat University, 85 Malaiman Road, Muang, Nakhon Pathom 73000

E-mail: Dr_suwat_C@yahoo.com · wisitson@webmail.npru.ac.th

Introduction

Accommodation is one of four factors essential to human needs (Rungwittayanon, 2020). Bangkok is the capital and economic center of Thailand and also an important economic center of ASEAN. Bangkok and its vicinity is an area with a large population. There are too many housing projects in Bangkok that saturate the consumers. As a result, business operators turned to expand marketing opportunities in the metropolitan area with high potential. According to income power and urbanization of that community, the consumers in the metropolitan area have a need to raise the standard of living to be modern and comfortable in an urban society (Jesadawarangkul & Saranrom, 2009).

Presently, the prefabricated concrete wall system house has gained widespread popularity in the housing project development sector. It reduces labor shortage and skilled labor and also raises the standard of construction work in the construction industry. By bringing innovative technology to assist in product development will enabling entrepreneurs to deliver quality work quickly under a limited budget. Amid the fierce market competition and the ever-increasing pressure, the new concept of consumer-demand marketing was created by changing the perspective of the marketing mix (4Ps) in order to find out whether the consumer had the desired demand and participate in creating the new product (Yingsajattham, 2013; Rittiboonchai, 2021).

In 2020, demand for housing continue to expand. Mainly due to the bearish interest rate and the government's policy to stimulate the economy. The overall situation of the housing market in Bangkok and its vicinity, in the first quarter of 2020 compared to the same period of 2019, the demand for property transfer has declined due to the impact of the COVID-19 epidemic. The low-rise ownership continued to increase slightly due to the demand for real housing (Iamsamang, 2019).

In a globalization, consumers have a wide variety of choices in deciding to buy a home due to the large number of projects in the real estate business. In market competition, entrepreneurs pay more attention to the confidence of their products and services (Iamsamang, 2019). Therefore, the strategy of confidence, trust and interaction with consumers has been applied for consumers to choose the best with the importance of confidence in the brand. To maintain the quality and standard of the product, the product should have good quality in terms of the raw materials used. In addition to adhering to professional ethics in strengthening the confidence of the brand as a guarantee of quality, it is a good style that makes it famous and recognized in the market (Sako, 1992; Sangsawat, 2015; Siritap, 2018). Therefore, making the precast concrete wall house brand is the sustainable strategy.

The researchers are interested in studying the marketing mix in the consumer perspective and the confidence that affect the purchasing decision of prefabricated concrete wall houses in Bangkok and perimeter. To know the differences in consumer influence purchasing prefabricated concrete wall houses of the housing estates, for the benefit of marketing strategies that can generate income for business operators. To development a residential real estate that meet the needs of consumers and in accordance with the technology that has played a vital role today.

Research Objectives

1. To study the purchasing decision of prefabricated concrete wall houses in residential houses classified by personal factors.
2. To study the marketing mix in the consumer perspective and the level of confidence that affect the decision of purchasing precast concrete wall houses.

Conceptual Framework

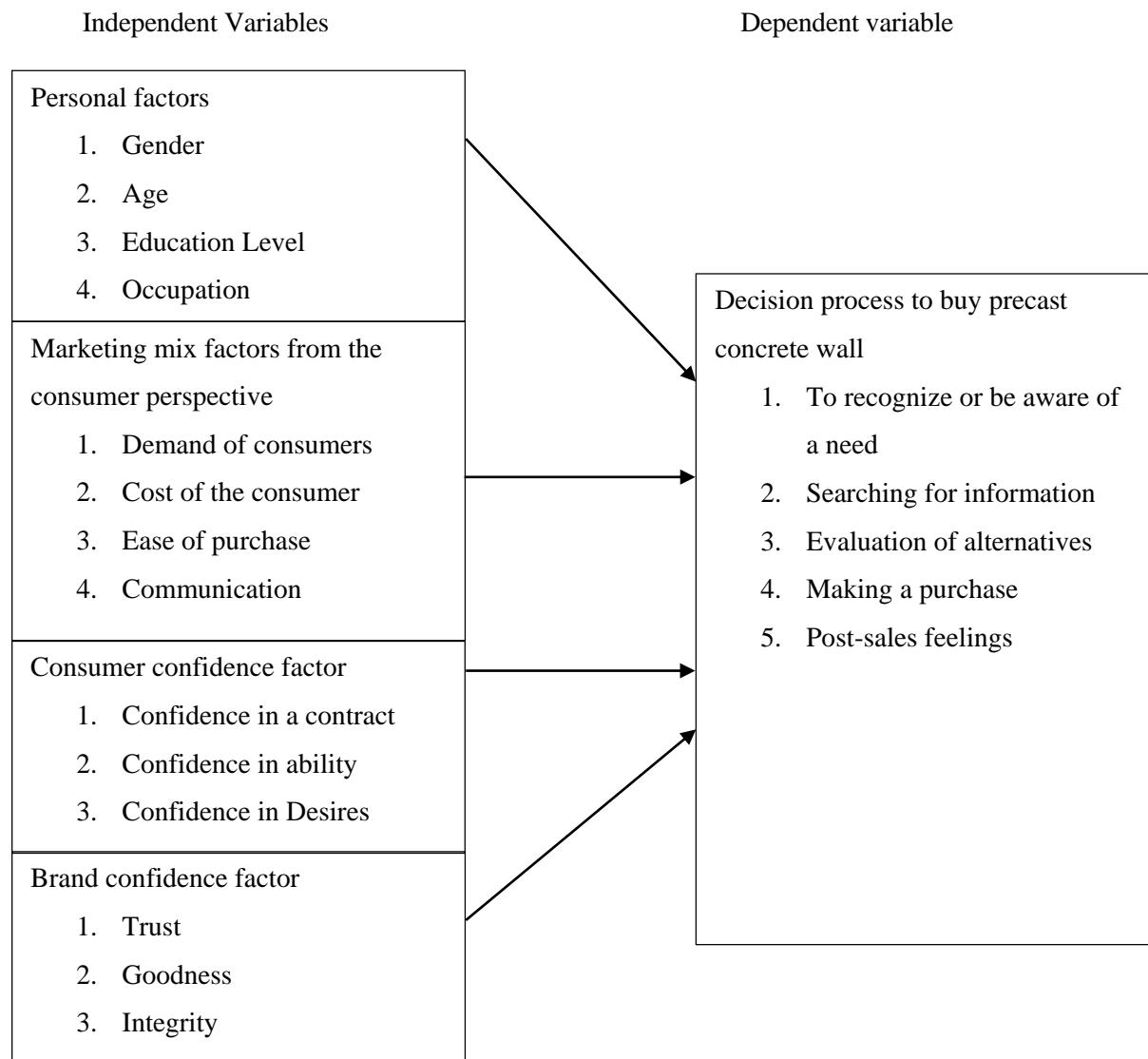


Figure 1 Conceptual Framework

Hypothesis

Hypothesis 1: Personal characteristics in terms of gender, age, education level, and occupation differentiate the decision-making process for prefabricated concrete wall home purchase.

Hypothesis 2: The marketing mix in the consumer perspective and the brand confidence influenced the decision of purchasing precast concrete wall house.

Literature Reviews

Concepts and theories of marketing mix in the consumer perspective

Kotler & Keller (2012) given the meaning of marketing as one of the functions of an organization and a group of processes to create, communicate, and bring value to customers and also to manage relationships that are beneficial to the organization and stakeholders. In addition, Kotler (2019) says that while marketers see themselves as sellers of products, consumers see themselves as value buyers. They consider 4C's as the point of view to define consumer terms. The marketing mix can be divided into four groups as it is known as 4 P's, namely product, price, distribution, and promotion. Marketing management integrates the four marketing factors effectively in order to be able to continue to operate using marketing as a tool. In the meantime, Kotler & Armstrong (2014) said that marketers need to adopt the “4C's” strategy to define marketing mixes in order to put the brand or product or organization in the minds of their customers. By doing a customer-centric business, it takes the knowledge and feelings of the customer rather than he focus on offering products and services or offering only what the organization wants from the market. In addition, Othakanon (2013) defines the marketing mix from the consumer perspective as it is a marketing concept that focuses on giving the consumer a priority in meeting their needs. The concept of marketing mix from consumer perspective had developed from the original marketing mix concept.

There are four components as follows: 1) Consumer demand is to focus on the products produced. This should be a product that consumers buy, used to solve the consumer survival problem rather than the survival of the manufacturer and distributor. 2) The cost of consumers is pricing based on the cost of the consumer who have to pay to get the product. The setting of the price has to calculate from the various expenses that consumer has to pay out before paying for the product such as travel expenses, parking fees, time wasted, etc. 3) Convenience of purchasing is to distribute products to the point of sale by considering the convenience of consumers in purchasing goods and services. The consumer decides where to buy, how much to buy, and when to buy more. The purchasing channel is determined by manufacturers and distributors. And, 4) communication is communication that takes into account the media and messages that consumers are listening to. Today's marketing is not what consumers will listen, but consumers can choose to listen or not, choose to believe or not believe.

In conclusion, there are many entrepreneurs in the residential property development group that compete for market share by offering products or offers that are better than competitors. They communicate to consumers about the benefits and values of the products in order to enable the organization to survive and achieve its goals. Marketing mix from the consumer perspective is a marketing strategy that responds to the needs and changes the point of view from the original Marketing Mix Strategy (4Ps) to find out that the consumer has the desired demand to meet the marketing needs in modern times effectively.

Concepts and theories of consumer confidence

Concepts of confidence

Kinicki and Williams (2018) implied that confidence is the key factor in determining the relationship between the customer and the organization that can lead to loyalty, as confidence can build the value of relationship. Robbins (2000) defined that trust is a positive expectation to another person, whether it is a speech, an action, or a decision to take reasonable action, depending on the occasion. Marshall (2000) defined the meaning of confidence or trust as it reflects integrity of the person in respect of the attributes and abilities of others. In conclusion, confidence is the trust that represents the consumer's confidence in the business operator based on trade relations with each other.

Components that affect confidence

Sako (1992) given the meaning that confidence has three components as follows: 1) Contractual Trust refers to the trust of both parties who are committed on keeping contracts in accordance with ethical standards. It is the assurance that the order, written agreement, and oral communication are fulfilled in the hope that the products will be delivered in accordance with the agreed period. 2) Competency Trust refers to the ability to perform duties at a specified level, that is expertise, ability, and traits that will give rise to motivation. And, 3) goodwill trust is an inherent value in that business, such as good business performance ability and customer relationships that resulting in entrepreneurial trust. Businesses had willingness to act beyond the established expectations. A friendly element will be developed when it is promised to respond to certain requests that go beyond the standard. Moreover, the friendliness element can be defined as the behavior of one group that shifts the interests of the other from their original interests. From the implications of the behavior mentioned above, it can be concluded that the concept of confidence in the entrepreneur has the ability to provide basic services and the relationship with consumers, thus creating trust and motivating value. It creates a commitment and an agreement that is intended to be both parties.

Concepts and theories of brand confidence

Concept of confidence

Mayer, Davis, & Schoorman (1995) referred in Inthawan (2015), the study of factors of traits and psychological traits that build trust. It has been found that a number of factors appear in the trusted person who results in that trust. From the entrusted person, namely potential or ability of experience, prudence, justice, honesty, benevolence, openness, keeping promises, friendship, care, etc. Satchapappichit (2020) proposes that the marketer must focus on the brand personality and online communication channels that improve marketing strategies to attract customers. Meanwhile, Dolak (2001) said that a strong brand would help consumers gain confidence and build expectations about the product. It does not require knowledge of appearance or product matters. When consumers gain confidence in a company brand or an organization's trademark, sellers and consumers often bond and

take part in the products of the brand or the company they trust. From the aforementioned behavioral implications, it can be concluded that building trust in a brand is a process of communicating between consumers and entrepreneurs that creates attitudes and experiences in order for consumers to accept the characteristics of the brands that are released in the real estate market.

Elements that affect brand confidence

Burke, et al, (2007) shown the component or factor of confidence that are 3 factors: competence, virtue, and moral principles. Mayer, Davis and Schoorman (1995) cited in Sangsawat (2015), the meaning of Trust Building Factor refers to the credibility of the person who perceives the ability and goodwill to pass on. This will be the case only if the trusted customer recognizes the trustworthiness of the trust. This results in a greater willingness to participate in the trustee interaction. The level of trust of an individual depends on the personality and basis of traditional social practice. The trust of a person is relatively constant. There have been little changes in 3 different situations: 1) Ability refers to the skills and expertise of an individual who has the potential to perform the task that it has been committed to. Each person will be different when they are assigned different kinds of tasks. 2) Benevolence is a person whose good intentions are shown to others without expecting compensation, see the interests of others. A person is considered to be honest when that person has virtue that makes others trust. In addition, 3) Integrity is a behavior that does not detract from reality and compliance with the regulations. Many organizations have defined integrity as a culture or shared value about the attitude and belief that all personnel would like to follow.

From the definition of the behavior mentioned above, it can be concluded that brand confidence is as important as a guarantee of quality defects that occur after the concrete wall house is delivered to the consumer. It shows credibility and creates trust and a positive attitude. Thus, brand loyalty makes the business operator famous and recognized, giving the company an opportunity to increase its market share and to strengthen the market competition strategy.

Concepts and theories about purchasing decision

Kim, et al, (2012) explained that the purchase decision is a decision to purchase a product or service with a former manufacturer that results from satisfaction as a result of the initial decision that caused by both internal and external factors of the consumer itself. A purchase decision is an implied contract whereby a customer will make a purchase again whenever the customer has a need for that product. The purchase decision is very important because a company wants to increase sales of specific products for the purpose or to increase profit. Purchase Intention shows the impression of retaining customer data and shows certain brand functions that influence purchasing decisions. Kotler and Keller (2012) said that the buyer's purchasing decision process goes through a 5-step process: demand awareness, finding information, alternative evaluation, buying decision, and feelings after the purchase. In addition, Samerjai (2007) said that decision refers to the process of choosing to do one thing out of

the available options. Consumers are always required to make informed choices about products and services, choosing based on information and limitations of the decision-making situation. It is an important process within the minds of the consumer.

Purchasing decision is a decision-making process consisting of: defining the needs, identifying, evaluating, and selecting the product and services together with trusted brands and vendors. The buyer's decision-making process is the use of criteria or tools to help making decisions in order to less likely to make mistakes or to make more accurate decisions. Decisions to be made under various circumstances that can be evaluated and use such rules or tools to determine the best options for making decisions. However, decisions always incorporate with psychological and conditional probabilities, this is because people have a reason to choose the best results or rewards. But if there is only one choice, then the decision-making problem will not arise, because after all, it must be chosen according to the only available path. If there is more than one method of return, then the choice or method has to be made to make the most of the returns. This decision was more difficult and complex. Therefore, it tries to find things that will help in making decisions in order to get the most return.

From the meaning of purchasing decisions mentioned above, it can be concluded that the decision to purchase a prefabricated concrete wall house is worth a lot of money. Making a complete purchase decision requires evaluating and selecting brands and comparing it with other vendors with taking into account the internal and external factors. Before making a purchase, it is necessary for consumers to think carefully so that there are no mistakes in making decisions.

Research Methodology

This research is a quantitative study, where the sample used in this study is precast concrete wall system buyers of housing projects in Bangkok and metropolitan areas. The sample size of 401 people and using the quota sampling method. The research instruments were questionnaires created by the researcher. The statistics used for data analysis consist of: 1) descriptive statistics including frequency, percentage, mean, and standard deviation to explain the basic information about the sample and 2) inferential statistics including independent samples t-test, One-way analysis of variance, and multiple regression analysis

Results

Respondents' personal information

Most of the consumers were male (82%), aged more than 46 years old (49.10%), graduated from Bachelor's degree (58.90%), worked as employees in private companies (47.10%), earned more than 40,000 baht (63.30).

Study of brand confidence, consumer confidence, marketing mix factors, decision process

Table 1 Descriptive analysis of brand confidence, consumer confidence, marketing mix factors, decision process

Variables	Opinion Level		
	\bar{X}	SD	Interpretation
1. Marketing mix factors from the consumer perspective	3.76	0.53	High level
2. Consumer confidence factor	3.71	0.67	High level
3. Brand confidence factor	3.82	0.67	High level

From Table 1, the results of the analysis of the factors of purchasing precast concrete walls in the overall were at a high level. When considering each variable, it was found that all variables have a high level. The variable with the highest mean is the brand confidence factor ($\bar{X} = 3.82$), followed by marketing mix factors in the consumer perspective ($\bar{X} = 3.76$), and consumer confidence factors ($\bar{X} = 3.71$).

Hypothesis Testing

Hypothesis 1: Personal characteristics in terms of gender, age, education level, and occupation differentiate the decision-making process for prefabricated concrete wall home purchase differently.

Table 2 Decision to buy precast concrete wall house classified by personal factors

Personal factors	t-test	F-test	Sig.
Gender	-1.655		0.16
Age		2.59*	0.03
Education Level		2.18	0.11
Occupation		2.51*	0.04

Note: *, ** means a significant level as of 0.05 and 0.01

From Table 2, the study found that personal characteristics in terms of age and occupation differentiate the decision-making process for prefabricated concrete wall home purchase. In the meantime, personal characteristics in terms of gender, and education level did not differentiate the decision-making process for prefabricated concrete wall home purchase at the statistically significant level as of 0.05.

Hypothesis 2: The marketing mix in the consumer perspective and the brand confidence influenced the decision of purchasing precast concrete wall house.

Table 3 Marketing mix factors from the consumer perspective influences the decision-making process.

Buying decision	B	SE	Beta	t	Sig.
Constant	0.31	0.10		3.09	0.00**
Marketing mix factors (X_1)	0.32	0.05	0.26	6.33	0.00**
Consumer confidence (X_2)	0.08	0.05	0.09	1.58	0.11
Brand confidence (X_3)	0.52	0.04	0.58	12.46	0.00**

R = 0.728, R Square = 0.530, Adjusted R Square = 0.526, S.E.E. = 0.450

Note: *, ** means a significant level as of 0.05 and 0.01

From Table 3, the results showed that marketing mix factor (X1) and brand confidence factor (X3) have a statistically significant influence on precast concrete wall purchase decision at the significant level as of 0.01. The equations can contribute to 53 percent of the forecast. The equation can be written as follows $Y_{tot} = 0.31 + 0.32 (X1) + 0.52 (X3)$

Discussion and Recommendations

From the research, it was found that the personal characteristics in terms of age, occupation, and monthly income had a statistically significant difference in the decision to buy precast concrete wall houses at the 0.05 level. The purchase decision is at a high level. When considering the age, those under 45 years old had the decision to buy a precast concrete wall house less than that of the consumers with age over 46 years old. For the monthly income was at a high level and the monthly income more than 40,000 Baht and above had the greatest influence on buying a precast wall house. When considering the occupation, the decision was at a high level and the company employees have the most influence on the decision to buy a precast wall house. This is in line with the research of Siritap (2018) that studies consumers' purchasing decisions in single-detached houses in the Nong Chok area, Bangkok, found that personal factors of different age, education level, and occupation had different effect on the decision to purchase single- detached house.

From the research results, it was found that the overall individual characteristics of gender and education level were no significant different influences on the precast concrete wall purchase decision. This may be because consumers who have different characteristics are the people who prefer housing needs and the confidence of entrepreneurs in their decision. This result is in line with the research of Jesadawarangkul and Saranrom (2009) that has studied the factors affecting the decision to buy townhouses in the Wang Thong Group project. The study found that different in gender, marital status, average family income per month and the number of family members has no different on the decision to buy a townhouse in the Wang Thong Group Public Company Limited project.

From the research results, it was found that all aspects of the marketing mix factors from the consumer perspective were of a high level ($\bar{X} = 3.76$) and influenced the decision to purchase precast concrete walls in significantly difference at .05. in consumer demand, convenience, cost, and communication, respectively. The details that are most demanding of consumers, namely, consumers want precast concrete houses without columns to increase usable space. The consumers want to have a project located in a suitable location, convenient to travel to buy. In terms of the cost of consumers, consumers want the business operator to deliver the house faster, adding value that use assets as well. In terms of consumer communication, they would like salesperson to recommend precast concrete wall houses as information for the benefit of consumers. The research results are consistent with Yingsajattr's research (2013) studying the new concept of marketing mix, 4C's, affecting purchasing decisions. It was found that the new 4C's marketing mix influencing the decision to buy condominiums in Muang District, Chiang Rai Province, in all aspects. The research work of Rittiboonchai (2021) argues that

customer loyalty differs by gender, age, education level, and monthly income, while the marketing mix influences customer loyalty, especially regarding price, distribution channels, and products.

According to the research results, it was found that the consumer confidence factor in all aspects was at a high level ($\bar{X} = 3.82$) and had no influence on the decision of purchasing precast concrete walls in the confidence of capability, goodwill, and contract, respectively. The consumers have confidence in the entrepreneurs in their ability is the expertise of entrepreneurs in building a house with concrete walls to be stable. The confidence in goodwill is that entrepreneurs have a friendly relationship with buyers of precast wall houses. In terms of confidence in the contract, the business operator makes an agreement in the contract and will keep the contract very well. The reason may be because consumers who differ in trust can lead to loyalty that build good relationships and are valuable in their decision to buy a home. The result conflicts with Rungwittayanon's research (2020) studied on the confidence of brand image and the perception of quality affecting the word of mouth of buyers and visitor of the Thanyapirom Village Project. It was found that buyers and visitors with different gender, age, occupation, and monthly income had different opinions on overall confidence.

From the research results, it was found that the brand confidence factor in all aspects had a mean value ($\bar{X} = 3.76$) and influences on the decision to buy precast concrete wall differently in integrity, trust, and virtue, respectively. In terms of integrity, entrepreneurs adhere to honesty and morality to consumers. Reliability is the business operator designs a precast concrete wall house to meet the use of the house. Virtue is the entrepreneurs have a good intention to train and develop employees to have a positive attitude towards consumers, such as providing advice and assistance to consumers. To benefit entrepreneurs in building a sustainable brand and have opportunities to increase real estate market share. In line with the research of Iamsamang (2019) that has studied the company confidence that affects buying decision of Townhouse: Baan Leoneov, Don Muang-Jaengwattana. They found that brand confidence in trust, kindness, and honesty influence consumers' purchasing decisions of townhouses.

Recommendations

Recommendations from the study

1. Different age influences the decision to buy precast concrete houses in Bangkok and perimeter differently. Therefore, it should focus on the main target groups over 46 years old in planning and developing marketing strategies that can create demand to satisfy consumers, such as designing a house to suit the consumer group.
2. The marketing mix from the consumer perspective has a positive effect on the decision to buy a residential precast concrete wall house. Entrepreneurs should focus on the marketing mix in all aspects of the consumer perspective. Especially in the needs of consumers that want precast concrete wall houses without columns to increase the value of usable space.
3. The consumer's confidence in the aspect of trust, honest, and actions to follow promises, did

not affect the purchasing decision of precast concrete wall houses. However, the entrepreneurs should focus on all aspects of consumer confidence, especially in the ability. The consumers place the highest level of confidence in the competence. They want entrepreneurs to have personnel with expertise in the ability to build concrete wall houses in order to have a strong stability as well.

4. Brand confidence has a positive effect on purchasing decisions. Therefore, in order to create a good attitude and experience for consumers to gain brand acceptance. The business operators should focus on brand confidence in all aspects, especially in terms of honesty because consumers value this aspect the most.

Recommendations for future research

1. There should be a study of the marketing mix from consumer perspectives on purchasing decision of precast concrete wall houses outside Bangkok and perimeter areas. To provide consumers with the need to raise the standard of living to be modern and comfortable in an urban society and open as a market opportunity for the real estate development business.

2. There should be a more in-depth study of the factors of brand confidence that affect consumers' decision-making to buy a home. To develop strategies and expand the real estate development business of entrepreneurs to meet the needs of the target consumer groups in a highly competitive environment now and in the future.

3. There should be a study to compare consumer needs that affect the purchasing decision precast concrete wall houses. In order to know the needs or what consumers expect in making a decision to buy a home as information for entrepreneurs in improving or developing further services and better management.

References

Burke, C. Shawn, S. Dana, E. Lazzara, E.H. & Salas, E. (2007). Trust in leadership: A multi-level review and integration. *The Leadership Quarterly*, 18, 606-632.

Dolak, D. (2001). *Building a strong brand. Brand and branding basic*. Retrieved from <http://www.davedoluk.com/whitepaper/dolak4.html>, Accessed on May 1, 2020.

Iamsamang, S. (2019). Confidence towards companies that affect consumers' decision-making to buy townhouses, a case study of Baan Leone of Don Muang-Chaengwattana project. *Journal of Development Management Research*, 9(2), 125-135.

Inthawan, J. (2015). Factors affecting confidence of the people in the criminal justice system. *Journal of Justice*, 8(2), 43-66.

Jesadawarangkul, S & Saranrom, S. (2009). Factors affecting the decision to buy townhouses in the project of Wang Thong Group Public Company Limited. (Master of Business Administration, Valaya Alongkorn Rajabhat University under Royal Patronage).

Kim, C., Galliers, R., Shin, N., Ryoo, J., & Kim, J. (2012). Factor influencing internet shopping value and customer repurchase intention. *Electronic Commerce Research and Application*, 4(11), 374-387.

Kinicki, A. & Williams, B. K. (2018). *Management: A practical approach* (8th ed). New York: McGraw

Kotler, P. & Armstrong, G. (2014). *Principles of Marketing* (15th ed). Toronto: Pearson Prentice Hall.

Kotler, P. & Keller, K.L. (2012). *Marketing management* (14th ed). Upper Saddle River, New Jersey: Prentice Hall.

Kotler, P. (2019). *Kotler on marketing: How to create, win, and dominate markets*. New York: Free Press. Translated by Saifa Phonwayu: A.R. Bi chines Plass.

Marshall, E.M. (2000). *Building trust at the speed of change: The power of the relationship-based corporation*. New York: McGraw-Hill.

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of management review*, 20, 709-734.

Othakanon, B. (2013). *4Cs marketing revolution*. Bangkok: Mahidol University.

Rittiboonchai, W. (2021). Marketing mix factors affecting the frequency and loyalty in online transactions of Nakhon Pathom teenagers. *Interdisciplinary Research Review*, 16(1), 32 - 35.

Robbins, S. P. (2000). *Organizational behavior* (9th ed.). New Jersey: Prentice Hall.

Rungwittayanon, N. (2020). Company brand confidence and perception of quality affecting the word of mouth for buyer and visitor: A case study of Village A. *Academic Journal Eastern Asia University*, 10(2), 207-221.

Sako, M. (1992). *Price, quality, and trust: Inter-firm relations in Britain and Japan*. Cambridge University Press: Cambridge.

Samerjai, C. (2006). *Consumer behavior*. Bangkok. SE-EDUCATION.

Sangsawat, M. (2015). *Factors of confidence and loyalty influencing decision to use a department store service: A case study of leading department stores in Bangkok*. (Master of Business Administration Thesis, Faculty of Business Administration, Pathum Thani: Bangkok University).

Satchapappichit, S. (2020). Brand personality influencing customers' intention to purchase at Thai Restaurant Chains in Bangkok, Thailand: The Mediating role of online word-of-mouth. *Journal of Management Science Nakhon Pathom Rajabhat University*, 7(2), 171-187.

Siritap, T. (2018). Consumer decisions to buy single detached houses in Nong Chok district, Bangkok. *Academic Journal of Phuket Rajabhat University*, 14(1), 121-134.

Yingsajattham, S. (2013). *New concept of marketing mix 4Cs that affect the buying decision of a condominium in the district of the Chiang Rai Province*. (Master of Business Administration, Mae Fah Luang University).