

The Study of the Relationship between Marketing Factors and Customer's Decision to Purchase of Point of Sale Systems (Pos) of Casual Dining Restaurant in Bangkok, Thailand

การศึกษาความสัมพันธ์ระหว่างปัจจัยการตลาดและการตัดสินใจซื้อระบบงานขายหน้าร้านและอุปกรณ์ต่อพ่วงคอมพิวเตอร์ สำหรับธุรกิจร้านอาหารในกรุงเทพมหานคร

◆ Waraporn Wongsapun

Student, Master of Business Administration, Stamford International University

E-mail: wwongsapun@gmail.com

วราภรณ์ วงษาพันธุ์

นักศึกษามหาบัณฑิต สาขาวิชาการจัดการบริหารธุรกิจ มหาวิทยาลัยนานาชาติแสตมฟอร์ด

◆ Dolly Samson

Lecturer/Thesis Advisor, Stamford International University, E-mail: dolly.samson@gmail.com

ดอลลี่ แซมสัน

อาจารย์/ที่ปรึกษาวิทยานิพนธ์ มหาวิทยาลัยนานาชาติ แสตมฟอร์ด

Abstract

The objectives of this research were consideration of relationship between marketing factors and customer's decision to purchase the POS systems for casual dining restaurant and this research aimed to indentify marketing factors on important, which were related to purchase decision of the customers for casual dining restaurant. It reports on research conducted in March-April 2016. As the result indicated to marketing factors as the products, price and people, which are influencing to decision marker attended to buy POS systems using for restaurant business.

Research Methodology; This research is quantitative method by the researcher collected data with questionnaire survey of the 100 respondents by qualified respondent of position which the owners, restaurant manager, operation manager and others which base on their responsible take decision making for business.

Research findings : For the marketing factors (7P's) that important to decision maker consider to purchase POS systems is the Product, mostly respondents take important extremely at mean $\bar{X} = 4.56$ which must be fits with the restaurant concept. Next to Price

which results stand on $\bar{X} = 4.54$, for price must to appropriate with product which each of provider differ based on its software, hardware and application. The decision maker will examine what they needs. People also to extremely important in level $\bar{X} = 4.50$, which respondents take important to professionalism. It is important to have a clear of problem resolution and customer support of their problem as well as training, which effected to creditable to customer's perception.

Keywords: POS Systems, Casual Dining, Marketing Factors (7P's), Decision Making

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาถึงความสัมพันธ์ระหว่างปัจจัยทางการตลาดกับการตัดสินใจซื้อระบบงานขายหน้าและอุปกรณ์ต่อพ่วงสำหรับธุรกิจร้านอาหารในกรุงเทพมหานคร และเพื่อหาปัจจัยทางการตลาดที่มีความสำคัญส่งผลต่อการตัดสินใจซื้อระบบงานขายหน้าร้านและอุปกรณ์ต่อพ่วงสำหรับธุรกิจร้านอาหาร ในการจัดทำงานวิจัยครั้งนี้ เริ่มในเดือน มีนาคม - เมษายน 2559 ซึ่งผลจากการวิจัยครั้งนี้ชี้ถึงปัจจัยทางการตลาด สินค้า ราคาและบุคคล ล้วนแล้วมีอิทธิพลต่อการตัดสินใจซื้อ ระบบขายหน้าร้านและอุปกรณ์ต่อพ่วง สำหรับใช้ในธุรกิจ

งานวิจัยครั้งนี้เป็นวิธีเชิงปริมาณ โดยเก็บข้อมูลจากกลุ่มตัวอย่างจำนวน 100 คน โดยใช้แบบสอบถาม โดยผู้ตอบแบบสอบถามจะต้องเป็นผู้ที่มีอำนาจในการตัดสินใจซื้อสำหรับธุรกิจร้านอาหารนั้น ๆ ยกตัวอย่างเช่น เจ้าของร้านอาหาร ผู้จัดการร้านอาหาร และผู้จัดการฝ่ายดำเนินการ

ผลจากการวิจัยครั้งนี้พบว่าปัจจัยทางการตลาดที่ส่งผลต่อการตัดสินใจซื้อระบบขายหน้าร้านและอุปกรณ์ต่อพ่วงคือสินค้า ซึ่งพิจารณาจากความเหมาะสมกับกิจการที่ค่าเฉลี่ย $\bar{X} = 4.56$, และตามด้วยการพิจารณาความสำคัญในเรื่องราคา ที่มีความสอดคล้องกับสินค้า โดยมีค่าเฉลี่ย $\bar{X} = 4.54$, อีกหนึ่งปัจจัยทางการตลาดบุคคล ซึ่งมีความสำคัญที่ค่าเฉลี่ย $\bar{X} = 4.50$ บุคคลที่นำเสนอสินค้าหรือเป็นตัวแทนของบริษัทผู้จำหน่ายเองก็มีความสำคัญในการสร้างความเป็นมืออาชีพและความน่าเชื่อถือของบริษัท ส่งผลต่อการยอมรับของลูกค้า

คำสำคัญ : ระบบขายหน้าร้านและอุปกรณ์ต่อพ่วงคอมพิวเตอร์ ร้านอาหารระดับกลาง ปัจจัยทางการตลาด (7P's) ผู้มีอำนาจในการตัดสินใจซื้อ

Introduction

Restaurant industry still expansion continuous in Thailand, so which related cause from changing life style of peoples, they changed to eating outside at convenience place like retail mall, communities mall , where areas easier access to find variety foods for eating. (S.Sukanya, 2014)

As outcome from increasing demand of eating outside, affected to restaurant business attempt development support their customers. The POS systems market had witnessed considerable growth in recent years by ease of use and improved with about return on investment by theses systems. Thereby increasing of demand in small and medium of restaurant types as alike of casual dining restaurant that effect to many POS systems provider attempt to development their products as offering to higher durability and reliability for customers perception to purchase the products use for restaurant business. (K.Shashi, 2014)

The following of increasing of restaurant business this will effect to high competitive in POS systems market. Many provider try to jump in advance step away from another, so this statement concerning about how about important of customers who is decision maker consider for purchase of the POS systems. The marketing Factors (7P's) which this include with service marketing from basic marketing, may can will be one of important for decision making.

Objective

This research were consideration of relationship between marketing factors and customer's decision to purchase the POS systems for casual dining restaurant and this research aimed to indentify marketing factors on important, which were related to purchase decision of the customers for casual dining restaurant. The result of this research will be useful for development marketing strategies on the right way.

Scope and the limitation of the study

In this study, the researcher had developed by quantitative used questionnaire surveys conducted with restaurant business which it type of casual dining restaurant in Bangkok. This research with questionnaire by sampling population about 100 peoples who is work in restaurant type of casual dining restaurant in Bangkok, which they are in position of restaurant decision-maker, restaurant owners and even employees relevance to POS systems. This study limited with knowledge base on experience of respondent which they are difference of each person. And this research conducted on time period of March 2016-April 2016.

Conceptual Framework

This research defined of independent variables involved to the Marketing factors (7P's) as price, product, promotion, place, process, people and physical evidence (Booms, B.H., Bitner,

M.J. 1981), which are influencing to decision making for purchase POS systems using for restaurant business.

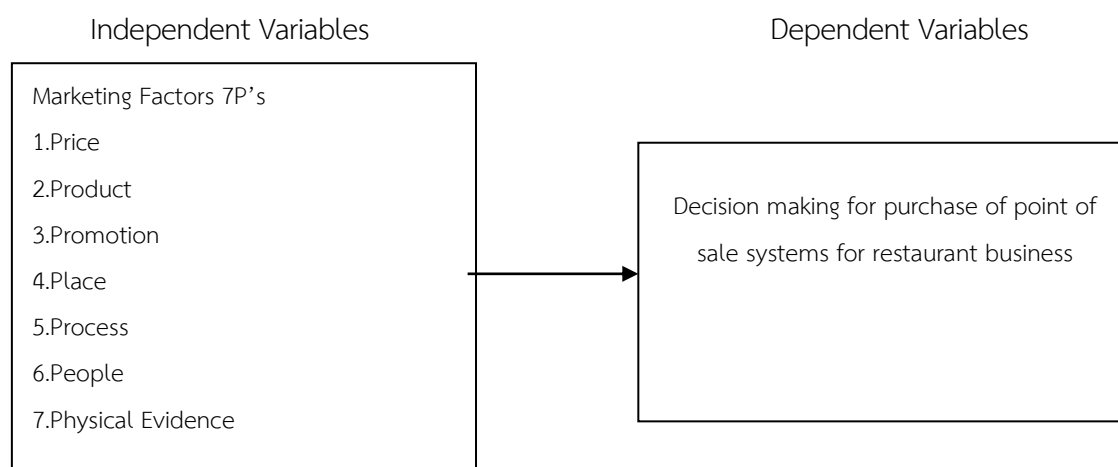


Figure 1: Conceptual Framework

The reasoning in adoption of this approach was considering to customer's mind which involve with decision to purchase POS systems for restaurant business base on Marketing factors 7P's. Before find out to result of this research. The researcher realized in important things that customer take to consideration on Marketing 7P's.

Definitions of Term

Casual dining

Definitions of casual dining is a restaurant typically serves moderately-prices food in a casual atmosphere. Casual dining restaurant provide tables service, this except for buffet-style restaurants. Atmosphere settled like family style, they usually have a full bar with separate bar staff and limited wine menu. (Cognizant White Paper, 2015)

Point-of-sale systems (POS) Point-of-sale systems customized hardware and software which it tools to manage restaurant operation process.

Product of POS are including with hardware and software, but not limited to electronic cash register systems, touch-screen display, cash drawer, barcode scanners, slip printers, and visual displays.

Price is mean to settle the value of some things, which money or other considerations exchange for the ownership or use of a good or service.(Roger A. Kerin, Steven W. Hartley & William Rudelius, 2009)(5). This is the price the customer pays for a service or product.

Promotion is the way a company communicates about products or service, what it does and what it can offer to customers. It includes activities such as branding, corporate identity, advertising, sales management, PR, special offers and exhibitions.

Place is mean to distribution channel is a major factor in developing a service marketing strategy because of the inseparability of services from the producer. This research provide place like channel of distribution of products to customer and include with place to service support of customers after sale.

People most important of service are people, who is represent service and experience to serve to customers. (Andrew, W., 2010)(6). This study had define people who is represent products, service and company profile to customer perceived. For example sale person who is first to represent products and a technical support, the call center service support customer when they need consult about problem on time.

Process is one of marketing mix element looks at the systems used to deliver the service to customers. Process will take advantage over than competitors, if business provided response what's customer need concern about service after post sale. And process include with condition of payment process which must to concern about paid of POS systems investment for business.

Physical Evidence is tangible, for service marketing mix refers to environment and creditable, which contribute comes about from an interaction between an employee and a customer. The physical evidence includes a representation of a service for instance brochures and company website, etc. (Toolshero; 2015: online). And physical evidence is not free of charge and had involved with cost. This research had definition to physical evidence that make creditable to customer perception. For example the vendor of POS products express to site reference as famous customer, this make creditable to customer's confidence to purchase it.

Literature Reviews

According to Boom, H., & Bitner, M .J. (1981), added Process, People, and Physical Evidence to services marketing. In addition of marketing service which expansion of four basic marketing mixes as known as the 7P's of Marketing mainly for service industries.(7).

The business where is provide product POS systems which is combination under products and service together. For the casual dining restaurant type which this type like a small or moderate styles in operation, server demeanor should reflect the casual service approach likely offered in that operation. And somewhere are smaller, stand-alone operations, they did not have luxury of purchasing from multiple vendors that large operation to them. (John Farrish, M.S., CHE & Jon Inge, 2009)(8).

Schaffner. Schroder R., and Earle D.Mary (1998) mentioned to about restaurant business which today is have high failures rate of several reason such as heavy competitor in same business, that is one reason that looking for new POS system for help operate with customer loyalty program which it help useful for restaurant industry.

Richard, H.(2015) mentioned about successfully in the POS market which are among of cyber treats, provider must be recognize the treat, and prevent the threat. Their support should be understanding to treat and revolves around being able to attack of the problem. This help support customer in directly point of problem.

All of related research presented of the POS systems to support restaurant business to enhance efficiency to management. Nowadays time has always change, technology continued development, meanwhile competitors higher in same industry. Each of company POS provided products of solution which additional features are influence to decision purchase POS product.

Research Methodology

The research indentifying the target population by focus of decision maker group that relevant to decision purchase of POS system for restaurant business. Mostly of 100 respondents were working for the restaurant typically of casual dining in Bangkok, and they responsible for decision making handle on business.

Turn on data collection, in this research which it's the quantitative research method by use questionnaire surveys had done for primary data. Finding the target respondents had selected by walk in to theirs site, its help to clear of questions that avoided to mistake or error of data. For secondary data taken from article, textbooks, news, academic journals, and internets sources, all of information had support to this research.

For data analysis were present by descriptive statistics include with frequency, percentage, mean, standard deviation, Pearson Coefficient Correlations and One-way ANOVA

Summary of the Findings

In this research divided to tree part to summarized which result from finding relationship between marketing factors and customer's decision to purchase POS systems for casual dining restaurant in Bangkok

Part 1 : Analysis of the general information of customers or decision maker. The data of this research found the majority of the respondents were female 56% and male 44%. And classified age of respondents between 31 - 40 years old were majority of 56% and second respondents were 41 - 50 years old of 25%, and third respondents were 21 - 30 years old of 15%, above than 50 years old this data showed 4%, and nobody under 20 years in this research results.

That this research specific to decision maker which the classified to three positions as business owner, restaurant manager and operation manager. The data presented that majority working position like restaurant manager 50%, follow up with business owner were 41%, the least group of operation manager held 9%. In this study found the results of respondent's experience, which the respondents decision maker that using the POS systems in restaurant business by showed majority of 1 - 5 years were 42%, 6 - 10 years of 25%, next group never used 23%, at least respondents had experience more than 10 year 10%. And the results of decision maker that looking for new POS systems at results showed majority of 80% were didn't interested, and 20% interesting to replace or looking for new POS systems.

Part 2 : The result of marketing factors that important that affected to decision making purchase the POS systems.

Decision maker considered to important marketing factors	Mean	Std. Deviation	Level of decision
Is price of a new POS systems your most important consideration when purchasing?	4.54	0.54	Extremely important
The POS systems must be a good fit with your business requirements?	4.56	0.50	Extremely important
Promotional product offerings that complement a new POS are important?	3.20	0.73	Somewhat
Website is an important charnel that I used to find information, there is important effect to decision making process?	3.14	0.73	Somewhat

The professionalism of the POS salesperson is important?	4.50	0.75	Extremely important
The processes of buying a POS and acquiring after sale service are important?	3.88	0.90	Very important
Reference from previous POS customers are important?	3.89	0.92	Very important
Total	4.05	0.43	

Product is most of customers taken decision when situation coming, which the products have meanings both of hardware and software combine to one solutions for interviews. Most customers considered with POS systems product to suitable with their restaurant type and operation process, descriptive analysis present as extremely important on mean ($\bar{X} = 4.56$), and percentage of sample respondents that consider about products to extremely important 56% , followed very important 44% that's interpretation to product is first important that customer consideration to decision making purchase. Next follow with Price and People which factors nearly level with mean level ($\bar{X} = 4.54$), and level ($\bar{X} = 4.50$), for price of products that must be comparison with product option functionality and features which must fit with business requirement. In addition like People which it one of marketing factors that customer's considered to important, people is first one that represent product to customer, he or she showed first of professionalism and creditable to customer.

Part 3 : The result of relationship between marketing factors and customer's decision to purchase the POS systems for casual dining restaurant.

The result showed as correlation coefficients analysis relationship between Marketing factors and customer decision making to replace of POS systems

		P1	P2	P3	P4	P5	P6	P7
Decision to purchas								
	Correlation	-.243	-.230	-.110	-.181	-.110	-0.109	-.208
	Sig. (2-tailed)	0.015*	0.021*	0.276	0.071	0.276	0.280	0.038*
	N	100	100	100	100	100	100	100

Significant at or below 0.05 level

Definite mean by

P1= Price of Products

P2= Product fit with business type

P3= Promotion offering with complementary products

P4= Place of channel to meet with products

P5= People as professionalism to represent products

P6= Process of acquire by buying process and service after sale

P7= Physical evident as site reference by other customers

As the result showed as Price, Product & People had significant >0.05 that decision to purchase the POS systems for casual dining restaurant.

Conclusion and Discussion

For the restaurant business, the Point of Sale (POS) is technology use to capture order, recorded data and customer's information, and addition with functionality systems help to operation working. When restaurant looking for a POS systems, they do some research on website or may meet provider from exhibition to show their products. And then may request a demo product from sale person.

This research interested to what marketing factors that important to decision making for restaurant business that typically of casual dining in Bangkok. Before the researcher conduct of this research, by definite of basic assumption on Marketing 7P's, which all of factor had no difference base on important to decision making to purchase the POS systems use for restaurant business.

Actually, the marketing factor of Product is more important. Mostly respondents take important extremely at mean $\bar{X} = 4.56$ which must be fits with the restaurant concept. They must considering the right POS systems for fit to operation. Second that customer decision making bring to consider is price of products which the results at mean $\bar{X} = 4.54$, for price must to appropriate with product which each of provider differ based on its software, hardware and application. The decision maker will examine what they needs. Price of POS systems can add on to one of solution, which decision maker can assessment what is necessary to use for restaurant. Absolutely that Product and Price factors must to relate which results of this research showed at mean similar of important for customer consideration. In addition, People also to extremely important in level $\bar{X} = 4.50$, which respondents take important to professionalism as sale person by technician acknowledge on business transaction. It is important to have a clear of problem resolution and customer support of their problem as well as training.

Future Recommendations

As the results of this research expressed products is extremely important to consideration to purchase as this is technology which it should to consisting apply with Technology Acceptance Model (TQM) to finding of customer's attitude for POS systems is will help development products to right of customer's requirement and this will developed marketing strategies to correct with their desires.

This research definite on casual dining restaurant which assume to similarities requirement as consideration to typically restaurant, for the next time could be include with others category such as bars and nightclubs, quick service and full-service restaurants, which may different of customer's perspective and then bring to developed products support to right target.

References

- S. Sukanya,(2014). *Food Service-Hotel, Restaurant, and Institutional Food Service*. TH4007. USDA Foreign Agricultural Service.
- K.Shashi, 2014. Point-of-Sale (POS) Terminals Market Analysis and Segment Forecasts To 2020.
- Philip Kotler, 2016. *Marketing Management*. 15th ed. Pearson Education Limited.
- Cognizant, 2009. Casual Dining VS. Quick Service Key differences from a Process-IT Standpoint, Retrieved January, 22 from <http://www.cognizant.com/InsightsWhitepapers/Casual%20Dining%20vs%20Quick%20Service%20white%20paper.pdf>
- Roger, A. K., Steven, W.H., & William, R. (2009). *Marketing The Core*, 3thed. ,Managing the marketing of services, pp. 257
- Andrew, W. & bookboon.com, *Strategic Marketing*, (2010). Retrieved from <https://www.bookboon.com>
- Booms, B.H., Bitner, M.J. (1981), *Marketing Strategies and Organization Structures for Service Firms*
- John Farrish, M.S., CHE., & Jon Inge, 2009. *Food and Beverage Systems*, Retrieved January 26, 2016 from http://ahla.com/uploadedfiles/ahla/members_only/
- David J. Schaffener, William R. Schroder & Mary D. Earle, K.Shashi, 1998. *Food Marketing Management*
- Richard, H. (2015). *Understanding and Preventing Threats to Point of Sale systems*. Retrieved from <https://www.sans.org/readingroom/whitepapers/analyst/understanding-preventing-threats-point-sale-systems-36332>



Waraporn Wongsapun, Master Business Administration, Stamford International University, Current Position is an Accounting & Financial Manager for Quadel Printing Co., Ltd.



Dolly Samson, Ph.D., Lecturer/Thesis Advisor with the Faculty of Science and Technology, Stamford International University