



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

The Impact of Marketing Mix, Word of Mouth, and Customer Expectations Towards Customer's Purchasing Decision in Choosing Restaurants in Bangkok

Inkarat Thowrungraung

Email: Inkarat.thow@bumail.net

Graduate Student in Master of Business Administration Program,

Graduate School, Bangkok University

Chutimavadee Thongjeen

Email: chutimavadee.t@bu.ac.th

Lecturer, Management Department,

School of Business Administration, Bangkok University

Abstract

This research aimed to study the marketing mix, word of mouth, and customer expectations factors influencing customers' purchasing decisions in choosing restaurants in Bangkok. This study was a quantitative research, and the sample group was 400 people from Bangkok area, using the purposive sampling method to collect data from an online survey in Bangkok. Statistical analysis was conducted by using quantitative statistics methods, including descriptive statistics which were frequency, percentage, mean, and standard deviation, and inferential statistics which was multiple regression. The results showed that marketing mix did not have significantly effect on customers' purchasing decision in choosing restaurants in Bangkok. However, word of mouth and customer expectations had a significant positive affecting customers' purchasing decision in choosing restaurants in Bangkok at the statistical significant level of 0.05. Moreover, the beta values of the hypotheses of the coefficient between the marketing mix and customers' purchasing decision was determined as Beta= -0.16, suggesting a weak negative relationship. In contrast, the coefficient between word of mouth and customers' purchasing decision demonstrated a substantial positive relationship, with Beta= 0.348. Furthermore, the coefficient between customer expectations and customers' purchasing decision appears to have a strong influence, with a Beta value of 0.473.

Keywords: Marketing Mix, Word of Mouth, Customer Expectations, Purchasing Decision



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

Objectives

1. To study the impact of marketing mix on customers' purchasing decision.
2. To study the impact of word of mouth on customers' purchasing decision.
3. To study the impact of customer expectations on customers' purchasing decision.

Research Scope

1. Population: The population are customers of restaurants in Bangkok. Samples were collected from the population by purposive sampling method according to Yamane's table, (Yamane, 1967). 400 samples are to be collected with a precision level of $\pm 5\%$.

2. Variables: This research studies customer purchasing decisions in choosing restaurants in Bangkok, focusing on 3 independent variables: marketing mix (product, price, place, promotion, people, process, and physical evidence), word of mouth (viral marketing and buzz marketing), and customer expectations (expectancy, instrumentality, and valence). The dependent variable is customer purchasing decisions in choosing restaurants in Bangkok.

3. Time of study: The study was about the impact of marketing mix, word of mouth, and customer expectations towards customers' purchasing decision in choosing restaurants in Bangkok. The research had been done from July-November 2023.

Methodology

1. Research Methodology

The primary research method for this study is a quantitative method by the survey. An online survey was best suited for this study. The online survey was distributed to the participants through Google forms online survey. The data collected from Google Forms was then entered into statistical software for data analysis and to get the results. The population of this study is the customers of restaurants in Bangkok, Thailand.

2. Research Process

Population and Sample Determination: The researcher has set a sample size of 400 respondents according to Yamane's table, (Yamane, 1967).

Research Tools: The researcher used a questionnaire for data collection.

Check the performance of the tool: The reliability test was conducted with a volunteer sample group of 40 respondents and the results of the reliability have to more than 0.70. After analyzing the reliability, the total Cronbach's Alpha coefficient is 0.982. The validity of the questionnaire was also examined by the experts.



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

3. Data Collection

The data for this study was collected through an online questionnaire. The questionnaires were sent to the participants in the form of a website link which directed them to a Google Form Questionnaire. The questionnaire was created in the English language, and the Google Form questionnaire link was sent to selected samples who had the English literacy skills. Prior to the data collection, only the samples with English literacy skills were selected through a purposive sampling method.

4. Data Analysis

4.1 Descriptive Statistics which includes mean, standard deviation, frequency, and percentage.

4.2 Inferential Statistics which analyzed the result of data collected from the sample group to refer and describe the population by statistical program. Therefore, the test of multiple regression analysis is used to revise the independent and dependent variables.

Findings & Results

Summarizing the study of factors influencing customers' purchasing decisions in choosing restaurants in Bangkok the following results.

1. The general data analysis indicates that most of the respondents were single female between 20-30 years old. Most of the respondents' educational backgrounds consisted of bachelor's degrees, with a majority being students. Moreover, most of the respondents reported an income under 20,000 Baht monthly. Generally, respondents spend less than 300 baht per meal, dining out at restaurants 3 – 4 days a week. Social media served as the main source for discovering new restaurants, and Thai restaurants were their preferred choice.

2. Analyzing the data about overall marketing mix, word of mouth, customer expectations, and customer purchasing decision, it was found that the marketing mix had an average of 3.80, followed by customer expectations with an average of 3.76, word of mouth has an average of 3.52, and customer purchasing decisions have an average value of 3.44, respectively.

3. The marketing mix does not significance on customers' purchasing decision in choosing restaurants in Bangkok. However, word of mouth and customer expectations have significance on customers' purchasing decision in choosing restaurants in Bangkok, as shown in Table 1.



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

.....

respondents believe that when they have a good experience, they will share it with family, friends, colleagues, or other people, including online video communication and positive comments can greatly influence interest and help in the decision-making process when purchasing food. The results of this study are consistent with Zarella (2010) suggesting that word of mouth marketing strategies can attract customers, enhance customer satisfaction, and raise brand awareness. Additionally, it corresponds with previous research by Rungruang (2021), that studied Service marketing mix, brand image, and word of mouth communication that Influence the decision to choose a shabu buffet restaurant in Bangkok. In summary, word of mouth significantly impacts the decision-making process when choosing shabu buffet restaurants.

Hypothesis 3 that customer expectations has a significance on customers' purchasing decision in choosing restaurants in Bangkok has accepted. The analysis results show that most respondents believe that they want to receive fast service and correctly record orders, along with the availability of special promotions, which also help in their food purchasing decisions. The results of this study are consistent with Chiang and Jang (2008), stating that expectations drive efforts in seeking and initiating the purchasing process, and post-purchase promotions or discounts serve as tools to enhance customer motivation in decision-making. Additionally, it corresponds with previous research by Yawanangkul (2019), that studied the effect of customer expectations and customer satisfaction on revisiting at Pullman Bangkok Grande Sukhumvit Hotel, concluding that customer expectations significantly impact decisions to use the services of the Pullman Grand Sukhumvit Hotel.

Suggestion for Further Research

1. Recommended to conduct studies involving diverse populations and larger sample sizes in various geographical locations. While the current study was limited to the Bangkok area, future research should expand the scope of education analysis to other regions. This expansion will provide valuable insights derived from sample groups that differ in many factors.

2. The present research focuses on three independent variables: marketing mix, word of mouth, and customer expectations. In subsequent studies, there is potential to gather inspiration and extend the theoretical framework established in this research. This expansion of ideas could lead to a deeper understanding derived from building upon the foundations laid out in this study.



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

References

- Chansukri, P. & Kaewchankha, W. (2018). *Campus Food Environments Influencing Healthy Eating Behaviors among Thai University Students*. Research Report. Research Office, National Institute of Development Administration.
- Chiang, C. F., & Jang, S. S. (2008). An expectancy theory model for hotel employee motivation. *International Journal of Hospitality Management*, 27(2), 313-322.
- Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management Science*, 49(10), 1407-1424.
- Festa G., Cuomo M. T., Metallo G., Festa A. (2016). The (r) evolution of wine marketing mix: From the 4Ps to the 4Es. *Journal of Business Research*, 69, 1550-1555.
- Kotler, P., & Armstrong, G. M. (2018). *Marketing Mix: Selected Chapters From: Principles of Marketing*, Philip Kotler, and Gary Armstrong. Pearson.
- Lyu, B. (2021). *The Impact of Marketing Mix Factors on Thai Foods' Buying Behavior of Chinese Tourists*.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Rungrungruang, B. (2021). *Marketing mix factors, services, brand image and word-of-mouth communication affecting the decision to choose a shabu buffet restaurant in Bangkok*. Master's independent study, Bangkok University, Thailand.
- Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row.
- Yawanankul, V. (2019). *The effect of customer expectation and customer satisfaction on revisiting at Pullman Bangkok Grande Sukhumvit Hotel*. (Master's independent study). Bangkok University, Thailand.
- Zarella, D. (2010). *"The Social Media Marketing Book"*. O'Reilly.