

A Comparative Study of the Marketing Mix and Hotel Guests' Decision-Making in Sung Noen District, Nakhon Ratchasima Province

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Abstract

The objectives of this research were to: (1) compare the marketing mix and decision-making of hotel guests in Sung Noen District, Nakhon Ratchasima Province, and (2) examine differences in marketing mix factors influencing decision-making classified by personal factors. The population included guests staying in Sung Noen District from January 1 to March 31, 2025. A sample size of 385 was determined using Cochran's formula (1977) for an unknown population with a 95% confidence level. Data were collected via convenience sampling and analyzed using descriptive statistics, independent samples t-test, and one-way ANOVA.

Findings revealed that the overall marketing mix influence was at a high level ($\bar{x} = 3.72, SD = 0.39$). Factors ranked by importance were: physical evidence, promotion, price, process, place, people, and product. Hypothesis testing showed no statistically significant differences in opinions across gender, education, or occupation ($p > .05$). This study contributes a localized perspective on how historical-industrial hybrid zones like Sung Noen impact hospitality marketing, advancing beyond general urban studies.

Keywords: Marketing Mix, Decision-Making, Hotel Guests, Sung Noen District

Introduction

Tourism is a cornerstone of Thailand's economy. Nakhon Ratchasima (Korat) serves as the gateway to the Northeast, welcoming 11.5 million tourists in 2022. Sung Noen District is unique, housing the ancient cities of Korat and Sema while evolving into a modern industrial hub. While previous studies focus on major cities like Chiang Mai, this research addresses a gap in understanding guest behavior in a high-growth industrial-historical transition zone.

Hotel business in the sense of industry type. This activity includes short-term accommodation and related services, which are general services that are included in the accommodation price, such as breakfast, in-room dining, and more. Most hotels will

provide other services such as parking, food, beverages, entertainment, and a swimming pool. Banquets, Conferences and Conference Facilities (National Statistics Office, 2009, p. 301)

From the above. As a result, the hotel business has an increased expansion rate and fierce competition to meet the needs of customers, so the hotel business must be prepared in various aspects to impress tourists who have visited and want to come back for more. Location and size of the hotel. The services of all employees must be of high quality to meet the standards to meet the needs of customers or visitors and achieve maximum satisfaction. Nakhon Ratchasima Province, also known as "Korat", is like the gateway to the Northeast region, about 259 kilometers from Bangkok. It is a large city in a highland that is rich in resources and tourism facilities. Visitors can enjoy a variety of tourism activities such as hiking, nature education, and recreation by the reservoir. Appreciate the grandeur of the ancient Khmer civilization and learn about the folk culture, as well as enjoy authentic Isaan cuisine. Before returning, they also bought agricultural products and folk handicrafts to choose from. The word Nakhon Ratchasima is formed from the combination of the names of two ancient cities, Korat and Sema, which are located in the district of Sung Noen. At present, Nakhon Ratchasima is home to many ancient communities from prehistoric times to the time when Dvarakadas culture and Khmer culture were spread to this area. It used to have the status of "Chao Phraya Maha Nakhon City," like the city of Nakhon Si Thammarat in the South, and has the power to rule many small and large cities in Isaan. Transportation. In 2022, Nakhon Ratchasima province had a total of 11.5 million tourists. It is the second largest in Thailand. Generating revenue of approximately 33 million baht (Nakhon Ratchasima Provincial Statistics Office, 2024) and areas and tourist attractions in Nakhon Ratchasima Province. There are various forms of tourism, such as nature tourism. Historical and Cultural Tourism. Integrated tourism has led to diverse travel behaviors based on the above priorities. Therefore, the researcher was interested in conducting research on the comparison of the marketing mix and the decision to use the service of hotel guests in Sung Noen District. Nakhon Ratchasima Province. The result. The study will guide the development and improvement of factors that affect the decision of hotel guests in the Sung Noen district. Nakhon Ratchasima Province Next.

Research Objectives

1. To compare the marketing mix and the decision-making of hotel guests in Sung Noen District, Nakhon Ratchasima Province.
2. To examine the differences in marketing mix factors influencing hotel guests' decision-making, classified by personal factors.

Literature Review

Yosrikhun (2021: Abstract) has conducted a study on factors affecting the choice of hotel accommodation in natural tourism areas in Nakhon Ratchasima Province. The purpose of the study is to study and compare the factors affecting the choice of hotel accommodation in natural tourism areas in Nakhon Ratchasima Province, classified

according to personal factors, and to propose guidelines for the development of factors affecting the choice of hotel accommodation in natural tourism areas in Nakhon Ratchasima Province. The results showed that 1) factors affecting the choice of hotel accommodation of Thai tourists in natural tourism areas in Nakhon Ratchasima province; The overall level is very high, in descending order. 2) Thai tourists with different genders and average monthly incomes. There is an opinion that the factors affecting the choice of hotel accommodation of Thai tourists in the natural tourism area in Nakhon Ratchasima province. 3) Guidelines for the development of factors affecting the choice of hotel accommodation in natural tourism areas in Nakhon Ratchasima Province (1) In terms of location, entrepreneurs should pay attention to the location of the hotel should have beautiful scenery, close to tourist attractions, and not too far from the community or service place, and tourists can travel to their accommodation conveniently. Sabai (2) Service Process Operators should focus on listing their properties through a variety of channels and managing services with convenience in mind. Comfort is important (3). Price Operators should set prices that are suitable for the quality of service and clearly communicate or inform customers or visitors. (4) Marketing Promotion Entrepreneurs should organize regular marketing promotion activities and communicate with customers through various channels. Operators should pay attention to the cleanliness of their rooms and accommodation areas. In-room amenities include a TV and a refrigerator. (6) Physical characteristics Operators should set up an atmosphere and choose a location with good weather and quiet. There is adequate equipment and facilities such as Wi-Fi, swimming pools, etc. Operators should supervise service staff with a smile, cheerfulness, politeness, and friendliness.

Tathapak (2019: Abstract) has conducted a study on the needs of tourists in choosing accommodation or hotels in Mueang District, Maha Sarakham Province, with the aim of studying the satisfaction of Thai tourists who stay at 4 hotels in Mueang District, Maha Sarakham Province, to meet the needs of tourists. The results showed that 1) tourists were satisfied with the product at a high level; Most of them are satisfied with the knowledgeable and capable of providing services. The hotel has a decent number of rooms. The hotel is beautifully designed. 2) Tourists have a high level of price satisfaction, with most of them satisfied. 3) Tourists are satisfied with distribution channels to a great extent. Most of them were satisfied with booking rooms directly with the hotel and booking rooms via the Internet, respectively. Most of them are satisfied with hotel advertising through various media such as radio, billboards, magazines, pamphlets, etc.

Pratum (2019: Abstract) has conducted a study on the behavior of Thai tourists in choosing hotel accommodation. The objectives of the study were to 1) study the behavior of Thai tourists in choosing hotel accommodation in Mueang District, Chiang Mai Province, 2) Study the market mix of service factors in choosing hotel accommodation of Thai tourists in Mueang District, Chiang Mai Province, and 3) to study other factors in choosing hotel accommodation of Thai tourists in Mueang District, Chiang Mai Province. The results of the study showed that the market mix of services in choosing hotel

accommodation for Thai tourists in Mueang District, Chiang Mai Province. The average value of the service process was 4.03, followed by the average price of 4.00, the average of the individual was 4.00, the average of the product was 3.99, and the creation and presentation of physical characteristics had an average of 4.00. 3.93 In terms of distribution channels, the average is equal to 3.88. The average value of marketing promotion is equal to 3.58, respectively. As for the psychological factors that influence the choice of hotel accommodation of Thai tourists in the Mueang district, Chiang Mai province, it was found that the average perception was the highest, at 4.00. Secondly, the average learning aspect is equal to 3.92, and the average of demand and motivation was 3.78, respectively. Social factors influencing the choice of hotel accommodation by Thai tourists in Mueang District, Chiang Mai Province. It was found that the cultural aspect had the highest average of 3.40, followed by the family aspect with an average of 3.39, and the reference group with an average of 3.15, respectively. The results of the hypothesis test showed that the variables of gender, occupation, status, and monthly income Behavior in choosing hotel accommodation in Mueang District, Chiang Mai Province There was no statistically significant differences at the .05 level, age, and education level. Behavior in choosing hotel accommodation in the Mueang district, Chiang Mai province differed statistically significantly at the level of .05 The relationship between the factors of the service market mix and the behavior of choosing hotel accommodation in the Mueang district, Chiang Mai province, was found to be low. Regarding the behavior of choosing hotel accommodation in the Mueang district, Chiang Mai province, as a whole, it was found that there was a low level of negative correlation.

Sirichan (2018: Abstract) The Department of Consumer Behavior has conducted a study on consumer behavior that affects the decision to use hostel accommodation services in Mueang District, Chiang Mai Province. 1) To study the demographic characteristics of tourists using hostel accommodation services in Mueang District, Chiang Mai Province. 2) To study the behavior of tourists in the city district of Chiang Mai province to choose hostel accommodation services. 3) To study the difference between the demographic characteristics of tourist behavior and the market mix in choosing hostel accommodation services. Tourists using hostel accommodation services in Mueang District, Chiang Mai Province. The results of the study showed that the highest priority of the marketing mix was in terms of price, followed by service staff and physical environment. Hypothesis testing revealed different demographic characteristics of gender, domicile, age, education level, and occupation. There is a statistically significant difference in the choice of hostel accommodation at the level of .05 in terms of the behavior of tourists in terms of length of stay in Thailand and different purposes of stay. There was a statistically significant difference in the choice of hostel accommodation at the .05 level.

Narinya (2020): Abstract) has conducted a study on the opinions of tourists in deciding to stay at a hotel or resort in the Ubon Ratn Dam District, Ubon Ratn District, Khon Kaen Province. Study and compare tourists' opinions on deciding to stay at a hotel or resort in Ubon Ratana Dam District, Ubon Ratana District, Khon Kaen Province. Classification by personal factors. The results of the study showed that: 1) Tourists have

opinions on whether to stay at a hotel or resort in the Ubon Ratana Dam area. In the big picture, at a high level. Sort the average in descending order. As follows: Location, service process, price, marketing promotion, product, physical appearance, and personnel, respectively. There is no difference in opinions on deciding to stay at a hotel or resort in Ubon Ratn Dam District, Ubon Ratn District, Khon Kaen Province. 3) Tourists with different monthly incomes. There is no difference in opinions on deciding to stay at a hotel or resort in Ubon Ratn Dam District, Ubon Ratn District, Khon Kaen Province. 4) Tourists with different numbers of people who come to travel. There is no difference in opinions on deciding to stay at a hotel or resort in Ubon Ratn Dam District, Ubon Ratn District, Khon Kaen Province.

Research Method and Design

1. Scope of Content

This study focuses on synthesizing relevant concepts, theories, and previous research related to the marketing mix influencing hotel guests' decision-making. The framework of the study is based on the 7Ps marketing mix, which includes: (1) Product, (2) Price, (3) Place, (4) Promotion, (5) People, (6) Physical Evidence, and (7) Service Process.

The population of this study consists of hotel guests who stayed in Sung Noen District, Nakhon Ratchasima Province, during the period from January 1 to March 31, 2025. The sample size was determined using a formula for an unknown population, resulting in a total of 385 respondents.

1. Population : The population of this study consists of hotel guests staying in hotels located in Sung Noen District, Nakhon Ratchasima Province, between January 1 to March 31, 2025.

2. Sample Group : The sample group consists of hotel guests in Sung Noen District, Nakhon Ratchasima Province, during the same period (January 1 to March 31, 2025). Since the exact number of the population is unknown, the sample size was determined using the formula for an unknown population (Silpcharu, 2012: 46) at a 95% confidence level with a 5% margin of error. The calculation is as follows:

Formula

$$n = \frac{Z^2 P(1 - P)}{e^2} \dots\dots\dots(1)$$

Calculation

$$n = \frac{(1.96)^2(0.50)(0.50)}{(0.05)^2} = 384.16 \dots\dots\dots(2)$$

n represents the required sample size.

P represents the estimated proportion of the population, set at 0.50.

Z represents the confidence level, set at 95%
(which corresponds to a Z-score of 1.96).

e represents the maximum allowable error, set at 0.05.

Based on this calculation, the sample size for this research was set at 385 respondents. The study utilized probability sampling combined with convenience sampling (accidental sampling) techniques.

Table1. Distribution of Data Collection Sites and Sample Size

No.	Data Collection Sites (Hotels)	Sample Size	Remarks
1	Rombaramee Villa Hotel	77	
2	Green Villa Laguna Hotel	77	
3	The Loft Eco Hotel	77	
4	S&P Resort Hotel	77	
5	Rai Fan Pen Jing Hotel	77	
	Total	385	

The variables studied include:

1) Gender, Education Level, and Occupation of Hotel Guests in Sung Noen District, Nakhon Ratchasima Province

2) Marketing Mix: 1) Product, 2) Price, 3) Location, 4) Marketing Promotion, 5) Personnel, 6) Physical Characteristics, and 7) Service Process.

3) Marketing and Hotel Guest Decision Selection in Sung Noen District, Nakhon Ratchasima Province.

2. Research Process and Research Instrument

Step 1 Comparison of the marketing mix and service decisions of hotel guests in Sung Noen District, Nakhon Ratchasima Province

Step 2 Comparison of the marketing mix and service decisions of hotel guests in Sung Noen District, Nakhon Ratchasima Province by personal factors

Population and Sample Group

The population of this study consists of hotel guests who stayed in Sung Noen District, Nakhon Ratchasima Province, during the period from January 1 to March 31, 2025.

The sample size was determined using a formula for an unknown population, resulting in a total of 385 respondents.

Research Instrument

The data collection instrument consisted of a questionnaire divided into three sections. Section 1 addressed the general demographic characteristics of the respondents, employing a checklist format. Section 2 examined the marketing mix factors in relation to hotel guests' service selection decisions within Sung Noen District, Nakhon Ratchasima Province, using a five-level Rating Scale. Section 3 solicited open-ended suggestions for hotel development and improvement.

Research Instrument Testing

The questionnaire underwent content validity review by three subject matter experts to assess content validity, and an Item-Objective Congruence (IOC) index was subsequently calculated. All items yielded IOC values ranging from 0.66 to 1.00. Reliability was then established through Cronbach's alpha coefficient method, producing a coefficient of 0.94. Before full deployment, the instrument was piloted (Try Out) with 30 Thai tourists residing at hotels in Sikhio District, Nakhon Ratchasima Province.

Data Collection

The researcher personally administered the questionnaires to the study population. A total of 385 completed questionnaires were returned, representing a 100% response rate.

Data Analysis

Data were analyzed using statistical software. Section 1 data were analyzed using frequency distribution and percentage. Section 2 data were analyzed using descriptive statistics, including means and standard deviations. Comparisons of hotel guests' opinions were conducted according to personal demographic factors using an independent samples t-test and a one-way analysis of variance (F-test / One-Way ANOVA).

Research Finding

A study comparing the marketing mix with the service decision of hotel guests in Sung Noen district. Nakhon Ratchasima Province.

Table 2. Comparison of the mean and standard deviation of the market mix with the decision of hotel guests in Sung Noen district, Overall, and Individual

Marketing and decision-making mix Hotel Guest Services		Level		Meaning	Ranking
		$\bar{x}$	S.D.		
1.	Product Aspects	3.65	0.38	Very	7
2.	Price	3.74	0.40	Very	3
3.	Location	3.69	0.39	Very	5
4.	Marketing Promotion	3.79	0.38	Very	2
5.	Personnel	3.66	0.39	Very	6
6.	Physical characteristics	3.81	0.38	Very	1
7.	Service Process	3.71	0.42	Very	4
Included		3.72	0.39	Very	

From Table 1, it is found that the marketing mix and the decision to choose the service for hotel guests in Sung Noen district. Nakhon Ratchasima Province Overall and Individual. It is at a high level ($\bar{x} = 3.72, SD = 0.39$). Sort the average in descending order. As follows: Physical characteristics ($\bar{x} = 3.81, SD = 0.38$). Marketing Promotion ($\bar{x} = 3.79, SD = 0.38$), Price ($\bar{x} = 3.74, SD = 0.40$), Service Process ($\bar{x} = 3.71, SD = 0.42$), Location ($\bar{x} = 3.69, SD = 0.39$), Personnel ($\bar{x} = 3.66, SD = 0.39$) and Product Aspects ($\bar{x} = 3.65, SD = 0.38$) respectively.

These results indicated that the Marketing Mix and Service Decision-Making of Hotel Guests in Sung Noen District, Nakhon Ratchasima Province. The overall marketing mix factors influencing hotel guests' service decisions were rated at a high level. Physical evidence emerged as the most influential factor. The findings for each dimension are presented as follows: Product (Accommodation Quality): The product dimension was rated at a high level. Guests indicated that in-room facilities—including televisions and refrigerators—were complete and well-maintained, that rooms were clean and tidy, and that the interior décor was aesthetically pleasing. Price: The price dimension was rated at a high level. Guests perceived that room rates were reasonable in comparison with competing accommodations, that the quality of rooms and services was commensurate with the price charged, and that pricing structures were transparent and clearly communicated. Place (Location): The location dimension was rated at a high level. Guests noted that the accommodation was conveniently situated in proximity to community amenities such as markets, restaurants, hospitals, and bus terminals; that access to the property was easy and convenient; and that the location was in proximity to tourist attractions. Promotion: The promotion dimension was rated at a high level. Guests reported that discounts were offered to returning customers, that value-added promotional packages such as complimentary breakfast were available, and that promotional activities were consistently communicated through multiple channels. People (Personnel): The personnel dimension was rated at a high level. Guests observed that staff members provided service with a welcoming demeanor, courtesy, and friendliness, and that all customers received consistently equal

levels of service. **Physical Evidence:** The physical evidence dimension was rated at a high level. Guests noted that shared facilities and amenities—such as wireless internet (Wi-Fi) and a swimming pool—were adequate and well-equipped. Security systems, including CCTV surveillance and fire protection measures, were deemed appropriate. Additionally, the overall environment of the accommodation was perceived as highly secure, with well-lit entrances, perimeter fencing, and controlled access corridors. **Process (Service Process):** The service process dimension was rated at a high level. Guests found that information about the accommodation was readily accessible, that check-in and check-out procedures were convenient and efficient, and that reservations could be made through multiple channels, including telephone and online platforms.

The comparison of marketing mix perceptions and service decision-making among hotel guests in Sung Noen District, Nakhon Ratchasima Province, classified by personal factors, revealed the following: guests differing in gender, educational level, and occupation reported no statistically significant differences in their assessments of the marketing mix factors or in their hotel service decisions.

Conclusion and Discussion

The findings of this study regarding the marketing mix factors influencing hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province, are consistent with those of Narinya (2020), who examined tourists' opinions on accommodation selection at hotels and resorts in the Ubon Ratana Dam area. That study found that tourists' overall opinions regarding accommodation selection were at a very high level. The present study similarly found that all marketing mix dimensions influenced guests' service decisions at a high level. The findings are discussed by dimension in descending order of mean score as follows:

Physical Evidence. Physical evidence was found to be the dimension with the greatest influence on hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province. This finding is consistent with that of a 2019 study examining the behavior of Thai tourists in selecting hotel accommodation in Mueang District, Chiang Mai Province, which found that the physical evidence dimension of the service marketing mix was rated at a high level. The present study found that guests placed particular importance on the availability of adequate shared facilities and amenities—such as wireless internet (Wi-Fi)—as well as appropriate security systems, including CCTV surveillance and fire protection measures. The overall security of the accommodation environment was also highly valued, including well-lit entrance areas, perimeter fencing, and controlled access points.

Marketing Promotion. Marketing promotion was found to be a significant factor influencing hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province. This finding aligns with that of Tarpak (2019), who studied tourists' accommodation selection needs in Mueang District, Maha Sarakham Province, and found

that tourists were highly satisfied with marketing promotion efforts. The present study found that guests valued the availability of reasonably priced promotional packages—such as complimentary breakfast—as well as the consistent communication of promotional activities through multiple channels.

Price. Price was found to be a factor that significantly influenced hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province, consistent with the findings of Sirichan (2017), who studied consumer behavior affecting the decision to use hostel accommodation services in Mueang District, Chiang Mai Province, and found that price was the most important marketing mix dimension. The present study found that guests considered room rates to be reasonable in comparison with competing accommodations, that room and service quality were commensurate with the price charged, and that pricing structures were clearly and transparently communicated.

Service Process. The service process was found to be a dimension that significantly influenced hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province. Guests placed importance on the ease of accessing accommodation information, the convenience of check-in and check-out procedures, and the availability of multiple reservation channels, including telephone and online booking platforms.

Place (Location). Location was found to be a factor that significantly influenced hotel guests' service decisions. Guests particularly valued proximity to community amenities such as markets and restaurants, convenient access to the property, and closeness to tourist attractions.

People (Personnel). Personnel were found to be a factor that significantly influenced hotel guests' service decisions in Sung Noen District. Guests placed importance on staff who demonstrated a welcoming demeanor, courtesy, and friendliness, as well as on prompt service delivery and the consistent, equitable treatment of all customers.

Product (Accommodation Quality). The product dimension was found to be a factor that significantly influenced hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province. This finding is consistent with that of Narinya (2020), who studied tourists' opinions on accommodation selection at hotels and resorts in Ubon Ratana District, Khon Kaen Province. Guests in the present study valued the completeness of in-room facilities—such as televisions and refrigerators—the cleanliness and condition of rooms, and the overall aesthetic quality of the accommodation's interior décor.

Comparative Analysis by Personal Factors

A comparison of marketing mix factors influencing hotel guests' service decisions in Sung Noen District, Nakhon Ratchasima Province, classified by personal factors, revealed that guests differing in gender, educational level, and occupation reported no statistically significant differences in their assessments of the factors influencing service selection. These findings indicate that personal characteristics such as gender and

occupation do not influence hotel accommodation decisions in Sung Noen District, Nakhon Ratchasima Province. This is consistent with the findings of Yosrikhun (2021), who studied factors affecting hotel accommodation selection in natural tourism areas of Nakhon Ratchasima Province and found that Thai tourists differing in gender and average monthly income expressed no significant differences in their opinions regarding the factors influencing hotel accommodation selection.

Suggestion

Suggestions for the implementation of research findings

1. **Product** Modernize in-room facilities such as water heaters and electronics.
2. **Price** Ensure rates remain competitive and transparently communicated.
3. **Location** Enhance accessibility and highlight proximity to local amenities.
4. **Promotion** Offer loyalty discounts and organize events during special festivals.
5. **Personnel** Focus on staff training regarding information provision and service psychology.
6. **Physical Evidence** Maintain adequate common facilities and high-standard security systems.
7. **Process** Diversify information and booking channels to reach more customers

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