

Brand Value and Marketing Mix Factors Affecting Consumer Purchase Decisions at EVEANDBOY Store in Khon Kaen Province

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Received: March 25, 2026; Revised: April 15, 2026; Accepted: April 16, 2026; Available Online: August 31, 2026

Abstract

This research aimed to 1) study the level of opinions regarding brand value, marketing mix factors, and purchase decisions; 2) compare purchase decisions categorized by personal factors; and 3) study the influence of brand value and marketing mix factors on the purchase decisions of consumers at EVEANDBOY stores in Khon Kaen province. The sample consisted of 400 consumers who had used the EVEANDBOY stores in Kangsadal and CentralPlaza Khon Kaen. The research instrument was a questionnaire. Statistical analyses included mean analysis, standard deviation, t-test, One-way ANOVA, and Multiple Regression Analysis.

The research findings showed that: 1) Consumers had the highest overall opinion of brand value, with brand loyalty having the highest mean. Marketing mix factors and purchase decisions were at a high level. 2) Differences in personal factors such as age, marital status, education level, occupation, and income significantly influenced purchase decisions at the 0.05 statistical significance level. 3) Marketing mix factors such as price and distribution channels, and brand value factors such as brand perception and quality perception, significantly influenced purchase decisions. It significantly influenced the purchasing decision of the product at the 0.05 statistical significance level.

Keywords: Brand Value, Marketing Mix, Purchase Decision, EVEANDBOY

Introduction

The beauty and cosmetics business in Thailand is experiencing continuous growth, especially multi-brand retail stores that bring together a variety of brands in one place, catering to the lifestyle of modern consumers who demand convenience and variety. EVEANDBOY is one of the leading cosmetics retailers, enjoying high popularity due to its strategy of selecting products that cover both leading international and Thai brands, as well as creating a modern shopping experience.

However, competition in this business has intensified with the entry of new players and the expansion of online channels. Therefore, understanding the factors that influence consumer purchasing decisions, both in terms of the marketing mix (7Ps)

and brand equity is crucial for entrepreneurs to develop strategies to retain their customer base and create a sustainable competitive advantage. This research aims to study these factors as a guideline for developing the operations of EVEANDBOY stores in Khon Kaen Province, a key economic center in the Northeast region.

Research Objectives

1. To study the demographic factors that influence consumer purchasing decisions for EVEANDBOY products in Khon Kaen Province. 1. To categorize consumers based on demographic characteristics, including gender, age, education level, occupation, and monthly income.
2. To study brand value factors, including brand awareness, perceived quality, brand relationship, and brand loyalty, on consumer purchasing decisions at EVEANDBOY stores in Khon Kaen province.
3. To study the marketing mix factors (7P's), brand value, and consumer purchasing decisions at EVEANDBOY stores in Khon Kaen province.

Literature Review

Booms and Bitner (1981) studied The Concept of the Service Marketing Mix (7Ps): The marketing mix is a crucial tool in modern retail business operations and developed this from the basic marketing mix (4Ps) by adding factors specific to service businesses, resulting in seven aspects (7Ps) as follow as: Product: The variety and quality of cosmetics and beauty products that meet customer needs. Price: The appropriateness of product pricing, value for money, and competitive pricing policies. Place: Convenient location, online channels, and in-store ambiance. Promotion: Advertising, public relations, promotions, discounts, and marketing activities. People: Knowledgeable, skilled, and experienced employees in the beauty industry with a service-oriented mindset. Process: Fast, accurate, and uncomplicated service procedures, from product selection to payment.

Kotler and Keller (2016) explain that effectively managing these seven aspects of the product mix helps create consumer satisfaction and stimulate purchasing decisions such as Physical Evidence: Modern store design, cleanliness, lighting, and easy-to-reach product placement.

Aaker (1991) explains that the proposed a brand equity model consisting of key components that influence consumers, including 5 categories; Brand Awareness: The consumer's ability to recall or remember a brand as part of a particular product category. Perceived Quality: The consumer's perception of the overall quality or superiority of a product or service compared to competitors. Brand Associations: Things associated with the brand in the consumer's memory, such as a modern image or a presenter. Brand Loyalty: The attachment consumers have to the brand. This leads to repeat purchases and long-term word-of-mouth recommendations.

The Concept of the Consumer Purchasing Decision Process: The consumer purchasing decision process is a psychological process that consumers undertake before making an actual purchase decision. According to Kotler and Keller (2016), it consists of five steps: 1) Recognizing the problem or need, 2) Searching for information, 3) Evaluating alternatives, 4) Making a purchase decision, and 5) post-purchase behavior. In the decision to purchase cosmetics, consumers are often influenced by marketing stimuli and their experiences with the brand.

Kamonchanok Phuget. (2017) studied factors influencing the purchasing decision of cosmetics at EVEANDBOY and found that the most influential marketing mix factors were price and distribution channel. This aligns with consumer behavior that emphasizes value for money and convenience.

Chinbut (2016) studied consumer behavior in purchasing cosmetics at EVEANDBOY stores and found that consumers prioritize product variety and the modern and attractive atmosphere within the store (Physical Evidence).

Veerawatwanich (2015) studied brand value that affects consumer loyalty and found that perceived quality and brand loyalty are factors.

Research Methodology

This research employed a quantitative research methodology, specifically survey research, to study the influence of brand value and marketing mix factors on purchasing decisions. Details are as follows:

Population and Sample

Population: The population for this research consisted of consumers who used services or purchased products at EVEANDBOY stores in Khon Kaen province.

Sample: The sample size was determined using formula for unknown population sizes, at a 95% confidence level and an acceptable margin of error of 5%, resulting in a sample size of 385 people. To prevent errors from incomplete questionnaires, the sample size was increased to 400 people.

Sampling Method: Simple random sampling was used to collect data from those willing to provide information. Data was collected by distributing the prepared questionnaires according to the selected sample size.

Research Instruments

The data collection tool used was a questionnaire created by the researcher based on a literature review. It was divided into four parts as follows:

Part 1: Personal factors, including gender, age, marital status, education level, occupation, and average monthly income (multiple-choice questionnaire).

Part 2: Opinions on the marketing mix factors (7Ps).

Part 3: Opinions on brand equity.

Part 4: Opinions on purchasing decisions.

Measurement criteria: Parts 2-4 used a 5-level Likert scale (5 = highest to 1 = lowest).

Instrument quality: The instrument underwent content validity testing by experts and reliability analysis of the instrument was conducted by administering the try-out questionnaire to 30 respondents in order to determine its reliability, using the Alpha coefficient of 0.986 for the entire instrument

Data Collection

The researcher collected data by distributing questionnaires to the sample group at EVEANDBOY stores in Khon Kaen province at various times. To obtain diverse and comprehensive information in accordance with the defined objectives.

Data Analysis

The researcher analyzed the data using statistical software, employing the following statistics:

Descriptive Statistics: Frequency and percentage for personal data, and mean ($\bar{x}$) and standard deviation (S.D.) for opinion levels.

Inferential Statistics:

Independent Samples t-test and One-way ANOVA were used to compare differences categorized by personal factors.

Multiple Linear Regression Analysis was used to test the influence of independent variables on dependent variables, with a statistical significance level of 0.05.

Research Results

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Table 1. Mean, Standard Deviation and Level of Purchase Decision

Purchase Decision	Mean ($\bar{x}$)	SD	Level of Decision	Rank
1. The store image of “EVEANDBOY” makes it easier for you to make a purchase decision.	4.46	0.71	High	2
2. Promotions and discounts influence your purchase decision.	4.23	0.87	High	3
3. You feel that “EVEANDBOY” better meets your needs than other stores.	4.57	0.64	Very High	1
Total	4.42	0.54	High	

The findings reveal that the overall level of purchase decision was at a high level ($\bar{x} = 4.42$, $SD = 0.54$). When considering each item, it was found that the statement “You feel that EVEANDBOY better meets your needs than other stores” had the highest mean score ($\bar{x} = 4.57$), indicating a very high level, and was ranked first.

The second highest mean score was “The store image of EVEANDBOY makes it easier for you to make a purchase decision” ($\bar{x} = 4.46$, $SD = 0.71$), which was at a high level. Meanwhile, “Promotions and discounts influence your purchase decision” had the lowest mean score ($\bar{x} = 4.23$, $SD = 0.87$), although it remained at a high level and was ranked third. In summary, all factors were rated at high to very high levels, indicating that they play an important role in influencing consumers’ purchase decisions.

Hypothesis Testing Results

Comparison based on personal factors: Statistical tests (t-test and One-way ANOVA) revealed that consumers with different ages, marital statuses, education levels, occupations, and average monthly incomes had significantly different purchasing decisions at EVEANDBOY stores ($p < 0.05$). However, differences in gender did not significantly affect purchasing decisions. Factors Influencing Purchase Decisions (Multiple Regression Analysis):

Marketing Mix Factors: Price and Place were found to significantly influence purchase decisions at the 0.05 significance level.

Brand Value Factors: Brand Awareness and Perceived Quality were found to significantly influence purchase decisions at the 0.05 significance level.

Research Summary

The study found that consumers in Khon Kaen province held the highest opinion of the brand value of EVEANDBOY and placed high importance on the marketing mix. Hypothesis testing indicated that different personal factors (excluding gender) significantly influenced purchase decisions. Furthermore, influence analysis confirmed that Price, Place (from the 7Ps), Brand Awareness, and Perceived Quality significantly influenced purchase decisions. (Brand value) is a key variable that can significantly predict and influence consumer purchasing decisions.

Discussion

Based on the data analysis for testing the research hypotheses, the findings can be discussed in relation to relevant theories and previous studies as follows:

Hypothesis 1: Differences in personal factors lead to differences in purchase decisions.

The results revealed that consumers with different ages, marital status, education levels, occupations, and average monthly incomes exhibited significantly different purchase decisions toward EVEANDBOY at the 0.05 level of statistical significance. However, there was no significant difference in purchase decisions between genders.

Consistent Findings: The results regarding age and income are consistent with the consumer behavior theory proposed by Schiffman and Kanuk (2010), which states that demographic characteristics are fundamental variables that determine consumers' needs, purchasing power, and preferences. These findings are also consistent with the study of Panasiri (2015), which found that age and income influence cosmetic purchasing behavior, as working individuals with stable incomes tend to have greater purchasing power and visit stores more frequently than students.

Non-significant Difference (Gender): The lack of difference between male and female consumers may be explained by changing social trends, where men increasingly engage in self-care, reducing behavioral differences between genders. This finding is consistent with the study of Supansa Iamsa-ard. (2017) which found that gender does not significantly affect the frequency of purchasing beauty products in the present context.

Hypothesis 2: The service marketing mix factors (7Ps) influence purchase decisions.

The results of the multiple regression analysis supported the hypothesis. The 7Ps factors collectively explained 14.3% of the variance in purchase decisions at the 0.05 level of statistical significance. Among these factors, only Price and Place had a positive influence.

Price: This factor had the strongest influence ($\beta = .188$). This finding is consistent with Kotler (2012), who stated that price is the only element that generates revenue and is highly flexible in response to demand. It also aligns with the study of Prasertchuawong (2020), which found that price has the greatest influence on purchasing decisions in modern retail stores, as consumers are sensitive to price and tend to compare value.

Place: This factor had the second strongest influence ($\beta = .185$). This result is consistent with Panasiri (2015), which indicated that convenience of access and store location in shopping malls are important factors influencing purchase decisions.

Non-significant Factors (Product, Promotion, People, Process, Physical Evidence): These factors were found to have no statistically significant influence. This may contradict some previous studies but can be explained by Herzberg's Hygiene Factors theory. These factors (e.g., good products, attractive stores, and good service) are considered basic expectations. Their absence leads to dissatisfaction; however, their presence does not necessarily increase purchase decisions as much as value-related factors such as price.

Hypothesis 3: Brand equity factors influence purchase decisions.

The results supported the hypothesis. Brand equity factors collectively explained 6.1% of the variance in purchase decisions at the 0.05 level of statistical significance. Brand Awareness and Perceived Quality were found to have significant influence.

Brand Awareness: This factor significantly influenced purchase decisions ($\beta = .148$). This finding is consistent with Aaker (1991), who stated that brand awareness is the first step in the purchasing decision process. If consumers cannot recall a brand, the likelihood of selection decreases. This is also consistent with the study of Chinabut (2016), which found that the reputation of EVEANDBOY is a key factor influencing customer choice.

Perceived Quality: This factor significantly influenced purchase decisions ($\beta = .134$). This finding aligns with Zeithaml (1988), who found that consumers use perceived quality as a criterion to evaluate value before making a purchase decision, especially for cosmetic products where safety and authenticity are important considerations.

Non-significant Factors (Brand Loyalty, Brand Association): The lack of influence of brand loyalty may be explained by modern consumer behavior in the digital era, where consumers have many alternatives (switching behavior). As a result, brand attachment may have less impact than value offered at the point of purchase. This is consistent with several contemporary studies indicating that loyalty programs may have reduced effectiveness in the context of trading goods.

Recommendations

Based on the findings of this study, several recommendations for future research are proposed.

First, future studies should consider expanding the scope of variables beyond the 7Ps and brand equity. Additional factors such as digital marketing, influencer marketing, and online media consumption behavior should be incorporated to better capture contemporary consumer behavior in the digital era.

Second, comparative studies across different geographical contexts are recommended. Future research may examine consumer behavior in major provinces (e.g., Chiang Mai, Chonburi, and Phuket) in comparison with Bangkok to determine whether regional differences influence purchasing decision factors.

Third, qualitative approaches should be employed to gain deeper insights into consumer behavior. In-depth interviews with participants could help explain underlying reasons behind the non-significant effects observed in this study, such as why brand loyalty and service quality do not significantly influence purchase decisions. Such approaches would provide richer, more nuanced data that may not be fully captured through quantitative methods.

Finally, future research should investigate differences between offline and online purchasing channels. A comparative analysis of consumer decision-making across physical stores and online platforms (e.g., applications and websites) of EVEANDBOY would provide valuable implications for developing effective omni-channel marketing strategies.

Managerial Implications

1. Pricing and Distribution Channels: Since pricing and distribution channels have a significant influence on purchasing decisions, the store should continuously offer promotions such as "branch-specific special prices" or "student promotions" in Khon Kaen province to attract its main target group. It should also develop an online ordering system linked to the physical store (e.g., online ordering for in-store pickup) to facilitate convenience and maintain its customer base in areas with heavy traffic.

2. Brand Awareness and Quality Maintenance: The store should consistently reinforce its image as a source of 100% authentic products through social media to build "quality perception" in consumers' minds. It should also recruit knowledgeable and expert staff (Beauty Advisors) to provide accurate advice, which will further increase brand confidence and perceived value.

3. Targeting Based on Personal Factors: The store should use customer income and occupation data in its marketing planning, such as creating product zones with varying price ranges, from budget to premium, to cover the different purchasing power levels of students and working professionals in Khon Kaen province.

Recommendations for Future Research

1. Qualitative Research: For future research... 1. In-depth interviews should be used to gain deeper insights into the motivations and brand-selection behaviors of niche brands within the store, which questionnaires may not reach.

2. New variables should be added to the study, such as the influence of reviews from beauty bloggers on TikTok or the use of membership systems (CRM) and how they affect long-term brand loyalty.

3. Study area: A comparative study of consumer behavior between multi-brand stores in Khon Kaen province and other provinces in the Northeast region should be conducted to identify differences in purchasing patterns in each area.

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