

A Comparison of the Marketing Mix and Service Selection Decisions: Tuk Dee Shop, Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima

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Abstract

The research purposes were to study 1) A comparative study of the marketing mix and the decision-making process of choosing services at the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province. 2) Compare the marketing mix and the decision-making process of choosing services at the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province classified by the personal factors. The population was the consumers who used Tuk Dee Shop in Don Mueang Subdistrict, between January 1st to March 31st, 2025, the sample group was the 400 people by using sample size calculations without knowing the population size. The research instrument was the rating scale questionnaire. The data analysis statistics were the percentage, mean, standard deviation, t- test (Independent samples).

The research findings were: 1) The marketing mix factors influencing consumer decisions to choose the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, are, overall, at a high level. Ranked from highest to lowest average value, they are: process factors, marketing promotion factors, product factors, distribution channel factors, personnel factors, physical characteristics factors, and price factors. 2) The consumer with different gender, education levels, and occupations found the opinions on the marketing mix and consumer decisions to choose Tuk Dee Shop in Don Mueang Subdistrict did not different.

Keywords: Symbiotic, Economic Theory, Modern Logistics, Import and Export Trade

Introduction

Retailing refers to the business of buying and selling goods or services directly to meet the needs of the end consumer. In Thailand, retail trade is divided into two types: traditional retail and modern retail. Traditional retail, or grocery stores,

commonly known as "Cho Huay" in Thailand, have been a fundamental part of the Thai economy from the past to the present. They are very popular because they require low investment and are easy to manage. The characteristic feature of traditional retail is the sale of essential consumer goods or various miscellaneous items. Whatever is in demand in the community or nearby area is usually sold, such as soap, toothpaste, shampoo, beverages, snacks, rice, eggs, cooking oil, sugar, fish sauce, MSG, and small toys. Most of these stores use stalls, retail spaces in homes or on the ground floor of commercial buildings as storefronts. They are usually small, located in community areas, and are often family-run. They focus on buying and selling and rely heavily on manufacturers and wholesalers.

Economic, social, and cultural changes, along with the influx of Western influence between 1957 and 1975, significantly altered the structure of Thailand's retail business. Modern retail, such as department stores (though still relatively few in number at the time), emerged. From 1975 to 1994, Thailand experienced economic stability and became a member of the World Trade Organization (WTO), leading to increased trade liberalization and continuous foreign direct investment. This resulted in rapid development and expansion of the Thai retail sector. Department stores evolved into more comprehensive shopping complexes to meet consumer needs and provide new experiences. Furthermore, other modern retail models emerged, including convenience stores, discount stores, supercenters, and hypermarkets. (Hypermarket) also includes stores that sell specific types of goods (Specialty Stores), such as construction material stores, bookstores, stationery stores, and restaurants, etc. (Thiplierlert, 2015: 3).

However, in rural or remote communities, traditional retail formats still persist. These include mobile vendors, street stalls, grocery shops, and local markets. Such businesses reflect the cultural and social characteristics of local communities, emphasizing personal interaction, negotiation, friendliness, and mutual support. They often operate on a sufficiency-based approach. Nonetheless, with changes in Thai lifestyles—particularly increased demand for convenience, speed, and modernity, as well as evolving family structures—consumer behavior has shifted. Consumers increasingly prefer modern retail formats that offer convenience, product variety, and efficient services. As a result, convenience stores continue to grow and expand, becoming an integral part of daily life. Economic development, social changes, and advancements in communication systems have contributed to busier lifestyles, where both men and women work, leaving less time for shopping and encouraging more convenient purchasing behaviors.

Tuk Dee Store in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, is a franchised grocery store, a modern retail and convenience store. It is heavily patronized by residents in the area, reflecting the changing lifestyles of Thai people, who prioritize convenience, speed, and modernity. The future trend is for consumers to increasingly purchase goods from convenience stores due to their convenience, product variety, service, and the increasingly fast-paced lifestyle. Based on the above reasons and importance, this research examines the comparison of marketing mix factors in the decision-making process of choosing Tuk Dee Store in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province. The research findings can be used as a guideline for developing and improving Tuk Dee Store in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province to meet consumer needs and as information for developing nearby grocery stores.

Research Objectives

1. To compare the marketing mix factors with the decision to use the services of the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province.

2. To compare the marketing mix factors with the decision to use the services of the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, classified by personal factors.

Literature Review

1. Banlusilp (2024) studied the factors influencing the decision to purchase goods from traditional retail stores (grocery stores) in the That Phanom Subdistrict Municipality, That Phanom District, Nakhon Phanom Province.

2. Traijet (2025) studied the factors influencing the decision to purchase goods from traditional retail stores (grocery stores), a case study in Talad Thai, Pathum Thani. The objective was to analyze the factors influencing the decision to purchase goods from traditional retail stores.

3. Somsak (2023) studied the factors influencing the decision to purchase IKEA products by consumers in Bangkok and surrounding areas. The research results identified the key factors influencing the decision to purchase lifestyle products in the modern era.

4. Jeerangsuwan (2022) studied the factors affecting consumers' decisions to use convenience stores in Bangkok and surrounding areas, focusing on the shift towards digital-integrated retail.

5. Lertwiwattanapong et al. (2021) studied a comparison of purchasing behavior for consumer goods between convenience stores and small grocery stores in Phra Nakhon Si Ayutthaya Province. The objective was to compare the purchasing behavior for consumer goods between these two types of stores. The research found that consumers who regularly shopped at small grocery stores prioritized the familiarity and friendliness of the store employees. Key factors included the seller being cheerful, friendly, polite, and possessing good interpersonal skills with a willing service mind.

6. Tengwongwattana and Thanitthanakorn (2023) studied service quality, price awareness, brand image, and word-of-mouth affecting the decision to use private parcel delivery services within Thailand. The findings indicate that the purchase decision is a crucial step involving both psychological factors (thoughts and feelings) and behavioral factors in the current economic landscape

Research Methodology

Scope of the Research: The scope of the content, data sources, and variables in the research are defined as follows:

1.1 Content Scope: This involves synthesizing concepts, theories, and related research on the decision-making process in choosing services using marketing mix factors for service businesses, namely: 1) Product factors, 2) Price factors, 3) Distribution channel factors, 4) Promotion factors, 5) Personnel factors, 6) Process factors, and 7) Physical characteristics factors (Wongmontha, 1999).

1.2 Data Source Scope: The data source is consumers who used the services of the Tuk Dee Shop in Don Mueang Subdistrict between January 1st and March 31st, 2025. The sample size was determined using the non-population sampling method, resulting in 400 people.

1.3 Variable Scope The variables studied include:

1) Gender, education level, and occupation of consumers using the Tuk Dee Shop in Don Mueang Subdistrict.

2) Marketing mix factors for service businesses, including: 1) Product factors, 2) Price factors, 3) Distribution channel factors, 4) Promotion factors, 5) Personal factors, 6) Process factors, and 7) Physical characteristics factors.

3) Decision-making in choosing to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province.

Research Methodology:

1. Statistics used to assess the quality of the questionnaire

1.1 Content validity was evaluated using the Index of Item Objective Congruence (IOC), which measures the consistency between each item and the defined operational terms.

1.2 Reliability of the entire questionnaire was assessed using Cronbach's alpha coefficient.

2. Descriptive statistics included frequency, percentage, mean, and standard deviation.

3. Inferential statistics used for hypothesis testing involved comparing the opinions of sample groups classified by personal factors, employing t-test and F-test (one-way (Khammoon, 2009, p. 4)

4. The determination of a sample size of 400 participants should involve selecting an appropriate sampling method based on the characteristics of the population. If the population consists of clearly distinct subgroups (such as gender, age, or occupation), stratified sampling should be used to ensure proper representation of each group. However, if the population is relatively homogeneous, simple random sampling or systematic sampling may be appropriate. The choice of sampling method depends on the population structure and the practicality of data collection. In general, stratified sampling is often preferred in research as it provides greater accuracy and better representation of the population.

5. The questionnaire is divided into three sections: Section 1: General information of the respondents, presented in a checklist format; Section 2: Marketing mix and the decision to use the services of the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, presented in a 5-level rating scale; Section 3: Suggestions for improving the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, presented in open-ended questions.

Research Findings

1. A Comparative Study of Marketing Mix and Decision-Making in Choosing Services at Tuk Dee Shop, Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province

Table 1. Comparison of Mean and Standard Deviation of Marketing Mix and Decision-Making in Choosing Services at Tuk Dee Shop, Don Mueang Subdistrict, Overall and by Aspect

Marketing mix factors and the decision to choose services at the affordable shop in Don Mueang Subdistrict.		Level of opinion		Interpret the results.	Ranking
		$\bar{x}$	SD		
1.	Product factors	3.84	0.41	high	3
2.	Spot factors	3.76	0.42	high	5
3.	Place factors	3.83	0.39	high	4
4.	promotion factors	3.86	0.41	high	2
5.	People factors	3.83	0.43	high	4
6.	Process factors	3.91	0.35	high	1
7.	Physical characteristics factors	3.83	0.43	high	4
Total		3.83	0.38	high	

Table 1 shows that the marketing mix's influence on consumers' decision to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, is generally at a high level ($\bar{x}=3.83$, $SD = 0.38$). Considering each aspect individually, the average scores, from highest to lowest, are as follows Process Factor ($\bar{x}=3.91$, $SD = 0.35$), Promotion Factor ($\bar{x}=3.86$, $SD = 0.41$), Product Factor ($\bar{x}=3.84$, $SD= 0.41$), Physical Characteristics Factor ($\bar{x}=3.83$, $SD= 0.43$), People factors($\bar{x}=3.83$ $SD = 0.43$), Place factors ($\bar{x}=3.83$, $SD = 0.39$), and Spot factors($\bar{x}=3.76$, $SD = 0.42$).

The majority of consumers strongly agree that the Process Factor is the most influential factor in their decision to use the Tuk Dee Shop in Don Mueang Subdistrict. The researcher analyzed each aspect as follows 1) Product Factor: At a high level, indicating a wide variety of products, complete availability of desired items, and products that are not old or expired. 2) Spot factors at a high level, indicating appropriate pricing, prices commensurate with product quality, and price variety according to product quality. 3) Place factors the level of satisfaction with the marketing mix was high, indicating that it was convenient and quick to access, easily accessible, located near home or work, and had appropriate opening hours. 4) promotion was also at a high level, with attractive sales promotion activities such as discounts, exchanges, and giveaways, reasonable return/exchange policies, and appropriate credit options. 5) Personnel aspects were at a high level, with sellers being cheerful, friendly, polite, and having good interpersonal skills, and providing service willingly. 6) Process aspects were at a high level, with fast and excellent service, such as assistance in picking and

delivering goods to customers without them having to get out of their cars, and customers being able to pick up goods themselves. 7) Physical characteristics were at a high level, with the store clearly displaying product prices, products categorized, and a pleasant atmosphere with sufficient lighting and spaciousness.

2. A comparison of the marketing mix and consumers' decision to use services at Tuk Dee Shop, Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, categorized by personal factors, revealed that consumers with different genders, educational levels, and occupations did not exhibit statistically significant differences in their opinions regarding the marketing mix factors and their decision to use the services of *Tuk Dee Shop*.

Table 2. A Comparative Study of Marketing Mix Factors and Consumer Decision-Making in Choosing Tuk Dee Shop Services in Don Mueang Subdistrict, Classified by Gender

Factors Affecting the Decision to Use Tuk Dee Shop Services in Don Mueang Subdistrict		Male		Female		t	Sig
		$\bar{x}$	SD	$\bar{x}$	SD		
1.	Product	3.59	0.76	3.72	0.59	-2.100**	.074
2.	Price	3.66	0.77	3.71	0.54	-2.029*	.052
3.	Place	3.60	0.74	3.77	0.58	-2.229**	.064
4.	Promotion	3.64	0.73	3.61	0.58	-2.426*	.063
5.	People	3.62	0.76	3.74	0.66	-2.739*	.057
6.	Process	3.65	0.67	3.59	0.54	-2.007*	.061
7.	Physical Evidence	3.65	0.57	3.61	0.51	-2.129*	.071
	โดยรวม	3.63	0.69	3.67	0.52	-2.324	.057

From the table, it was found that consumers with different genders did not have significantly different opinions regarding the marketing mix factors and the decision to use Tuk Dee Shop services in Don Mueang Subdistrict at the 0.05 level of significance.

Conclusion and Discussion

The marketing mix's influence on consumer decisions to use the Tuk Dee Shop in Don Mueang Subdistrict, overall, is at a high level. This aligns with the research by Banlusilp (2025), which studied factors influencing purchasing decisions in traditional retail stores (grocery stores) in the That Phanom Subdistrict Municipality, That Phanom District, Nakhon Phanom Province. The research found that opinions based on the 7 Ps marketing mix concept were at a high level. This is consistent with the research by Pienkwamsuk et al. (2015) which studied factors influencing purchasing decisions from traditional retail stores (grocery stores), a case study in Talad Thai, Pathum Thani. The objective was to analyze factors influencing purchasing decisions from traditional retail stores. The research found that the 7Ps marketing mix factors—product, price, process, promotion, personnel, place, and physical—were overall at a high level. This research found that consumers using the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, considered the factors influencing their choice

of using the store, in descending order of average value, as follows: process factor, promotion factor, product factor, and distribution channel factor. Personal factors, physical characteristics factors, and price factors, in that order. The researcher discussed the results in each aspect as follows:

1) Product aspect: It was found that the marketing mix's influence on consumers' decisions to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, was at a high level overall. This is consistent with the research of Banlusilp (2025), who studied the factors influencing the decision to purchase goods in traditional retail stores (grocery stores) in the That Phanom Subdistrict Municipality, That Phanom District, Nakhon Phanom Province. The research found that opinions based on the 7 Ps marketing mix concept, in terms of product, were at the highest level. This research also found that the factors consumers considered when choosing the Tuk Dee Shop, in descending order of average value, were: a wide variety of products, followed by the complete availability of the desired products, and the products not being old or expired.

2) Price aspect: It was found that the marketing mix's influence on consumers' decisions to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, was at a high level overall. This is consistent with the research of Pienkwamsuk, P., et al. (2015). who studied the factors influencing consumers' decisions to purchase IKEA products in Bangkok and its surrounding areas. The research findings revealed that the factors influencing the purchase decision of IKEA products, in descending order, consisted of five factors: product factors, price factors, physical characteristics factors, brand and product usability factors, and marketing promotion and staff factors. This research also found that the factors consumers considered when choosing to use the Tuk Dee Shop, in descending order of average scores, were: appropriate pricing, followed by price appropriate to product quality, and price variety according to product quality.

3) Regarding distribution channels, the research found that the marketing mix's influence on consumers' decision to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, was at a high level overall. This is consistent with the research by Pienkwamsuk et al. (2015) which studied the factors influencing consumers' purchase decisions of IKEA products in Bangkok and its surrounding areas. The research found that the factors influencing the purchase decision of IKEA products, in descending order, consisted of five factors: product factors, price factors, physical characteristics factors, brand and product usability factors, and marketing promotion and staff factors. This research also found that the factors consumers considered when choosing to use the Tuk Dee Shop, in descending order of average scores, were: convenience and speed of travel. 1) Ease of accessibility, followed by proximity to home or work, and appropriate opening hours.

4) Marketing promotion: It was found that the marketing mix's influence on consumers' decision to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province was generally at a high level. This is consistent with the research by Pienkwamsuk, et al. (2015) who studied the factors affecting

consumers' decisions to use convenience stores in Bangkok and surrounding areas. The research found that the most frequent user was 7-Eleven, with 164 people, representing 88% of the sample population. This indicates that convenience, with 24-hour service and the largest number of branches, is the main factor that leads most users to choose 7-Eleven over other types of convenience stores. This research also found that the factors consumers consider when choosing Tuk Dee Shop, in order of average value from highest to lowest, are: attractive promotional activities such as discounts, exchanges, and giveaways; followed by the ability to exchange or return goods within a reasonable time frame; and the ability to purchase goods on credit appropriately.

5) Regarding the personal aspect, it was found that the marketing mix's influence on consumers' decisions to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, was generally at a high level. This is consistent with the research by Tanaka and Somchai (2025) which compared the purchasing behavior of consumer goods between convenience stores and small grocery stores in Phra Nakhon Si Ayutthaya Province. The results showed that customers who regularly shopped at small grocery stores valued staff who were familiar and friendly. Similarly, this study found that the key factors for choosing the Tuk Dee Shop, ranked by average value, were: the seller being cheerful and friendly, followed by being polite, and possessing good interpersonal skills with a willing service mind

6) Regarding the process aspect, it was found that the marketing mix's influence on consumers' decisions to use the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, was generally at a high level. In line with the research of Tanaka and Somchai (2025) which studied the factors influencing consumers' purchasing decisions for IKEA products in Bangkok and its surrounding areas, the research found that the process factor influencing consumers' purchasing decisions for IKEA products in Bangkok and its surrounding areas was at a high level. This research also found that the factors consumers considered when choosing to use the Tuk Dee Shop, in descending order of average value, were: fast service, followed by good service such as helping customers pick and deliver goods without them having to get out of their cars, and customers being able to pick up the goods themselves.

7) Regarding physical characteristics, it was found that the marketing mix factors influencing consumers' purchasing decisions for the Tuk Dee Shop in Don Mueang Subdistrict, Sikhiu District, Nakhon Ratchasima Province, were overall at a high level. This is consistent with the research of Tanaka and Somchai (2025), which studied the factors influencing purchasing decisions from traditional retail stores (grocery stores), a case study in Talad Thai, Pathum Thani. The objective was to analyze the factors influencing purchasing decisions from traditional retail stores. The research found that the 7Ps marketing mix factors product, price, process, promotion, personnel, place, and physical were overall at a high level. This research also found that the factors consumers considered when choosing to use the Tuk Dee Shop Ranked in descending order of average value, the factors were: the store clearly displays product prices; followed by the store's product organization; and the store's pleasant atmosphere, sufficient lighting, and spaciousness.

A comparison of the marketing mix factors and the decision to use the services of the 'Tuk Dee Shop,' categorized by personal factors, revealed that consumers with different genders, education levels, and occupations did not differ significantly in their opinions. Statistical analysis showed no significant differences for gender ($t = 1.65$, education level ($F = 1.42$), $p > 0.05$ and occupation. ($F = 1.442$), $p > 0.05$

This indicates that personal factors do not affect consumers' opinions on the marketing mix influencing their choice of service at the Tuk Dee Shop. This finding is consistent with the study by Tengwong and Thanit (2023), who researched service quality and consumer behavior in the modern retail era. Their study found that in a highly competitive market, decision-making processes are primarily driven by the core marketing mix—such as price awareness and service process—rather than demographic differences like gender or occupation. Furthermore, according to Srisuwan (2024), the decision to choose a service is a complex psychological process involving both mental evaluation and physical behavior that remains consistent across different consumer groups in the current economic landscape.

Suggestions

1. Product factors Entrepreneurs should offer a diverse range of products. This could involve conducting market research to explore customer needs for marketing planning.
2. spot factors should be mindful of setting appropriate prices. This could involve market research or surveying similar businesses to develop competitive pricing strategies for competitive advantage.
3. Place factors Entrepreneurs should consider convenience for customers, making it easy for them to access the service.
4. Promotion factors Entrepreneurs should organize attractive sales promotion activities such as discounts, exchanges, and giveaways.
5. People factors Entrepreneurs should ensure that service staff are cheerful, friendly, and have a pleasant demeanor.
6. Process factors Entrepreneurs should ensure that service staff are efficient, timely, and mindful of consumer needs.
7. Physical Characteristics The store should clearly display and show product prices for easy understanding by customers.

Suggestions for Future Studies

1. Further study should be conducted on other factors beyond the marketing mix for service businesses that may influence consumer purchasing decisions.
2. A study should be conducted to explore customer needs. For informational purposes in marketing planning.
3. Qualitative research focusing on individual consumer groups should be conducted to guide the development and improvement of operations to better meet consumer needs.

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