DO THE 7PS MARKETING MIX FACTORS AFFECT PURCHASE INTENTION FOR AIR-FILTERING PLANTS BUSINESS

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ABSTRACT

There is a growth in the air-filtering plants business due to the unique properties to purify the air pollution. Due to the changing behavior of consumers in the present era, this research was conducted to identify how the factors in the Marketing mix-7Ps: product, price, place, promotion, people, process and physical evidence affect purchase intention in Thailand. The research method uses surveys with questionnaires as a data collection tool. Samples taken using simple random sampling technique produced 400 respondents. Data is processed using multiple regression analysis techniques. The result indicated overall marketing mix had a positive impact on the purchase intention. Considering each of the marketing mix factors found that only product, place and physical evidence were significant for purchase intention. The results from this research provide recommendations for entrepreneurs concerning how product, place and physical evidence can effectively create purchase intention and also increase sales in order to achieve air-filtering plants business objectives.

Keywords: marketing mix, Purchase Intention, Air-filtering plants

I. INTRODUCTION

At present, the world is facing an increasingly severe environmental crisis, especially the problem of the climate crisis that is becoming more and more intense every day. According to a study by the World Health Organization (WHO), air pollution is a major reason why people living in urban and rural areas are more prone to pollution and 4.2 million premature deaths worldwide. In 2018, the WHO ranked Thailand 23rd among the world's countries most troubled by air pollution with a small dust content of 26.4 micrograms per cubic meter.

A number of industries are contributing to an increase in air pollution causing health implications for the population. As a result, behavior in the lifestyle of Thai people has changed. There has been a greater awareness of health care in bringing Thai wisdom to use in the treatment of pollution by using ornamental plants or trees to purify the air (AIR-FILTERING PLANTS) itself. In 2016, Herbal Information Bureau, Faculty of Pharmacy Mahidol University suggested that medicinal plants are natural products known to mankind since ancient times to be useful in the treatment of ailments. Therefore, the use of local herbs is considered an invaluable local wisdom of Thai society.

Air-Filtering Plants have come to play a greater role in human life because they have special properties to be used in the treatment of air pollution. They are also used to decorate buildings, residences, landscaping in order to create a good vision, and can relax the mood, reduce stress. This is causing the marketing opportunity of air purifying plants becoming of interest to consumers. Another option for consumers is to use these plants to treat indoor air pollution. In Thailand, there are more than 300 exporters of ornamental plants with a total export value of 3,760 million baht, which is considered a high quantity (The situation of the Thai ornamental flower market, 2018: website).

From the information above, the business unit is a business related to Air-Filtering Plants which is made to meet the needs and market trends of consumers, who are interested in ornamental plants or air purifying plants. In addition, the behavior of consumers has changed from the former with more concern for health. This has resulted in a shift to focus on an alternative health care option by using natural therapy, that is, trees to purify the air.
addition to being used in the treatment of air pollution. It is also a decoration in the house to adjust the good scenery as well. Therefore, based on the above reasons, the researcher is interested in studying the 7Ps marketing mix that affect purchase intention for the benefit of entrepreneurs in using the information for further study and planning marketing strategies in order to meet the needs of consumers most effectively.

II. REVIEWS LITERATURE

Marketing mix

Kotler and Armstrong (2010) showed that marketing mix involves primary activities marketing managers should undertake to attain organizations’ marketing goals. Following identification of the target market marketing, practitioners need to devise a marketing plan to develop successful relationships with customers to sell products/services to impact sales (Kotler, 2011). Diverse marketing mix decision models guide business plan marketing tactics (Pourdehghan, 2015) and influence customer satisfaction (Waithaka, & Wamalwa, 2020). To increase sales and profit margins a marketing plan comprises important decisions with regard to efficient allocation of organizational resources through promotion, place, product, and price (Garavand, Nourayi, & Saeed, 2010). Similarly, Lovelock’s (2011) modern marketing practices integrated the seven marketing mix elements of physical evidence, product, people process, price, promotion, and place. Muchohi (2015) concluded that management of marketing mix strategies to enhance competitiveness is essential in order to produce a variety of relevant product classes, charge competitive prices, ensure visibility in promotion of products, offer efficient processes, and supportive physical evidence. This study focuses on process product, place, price, promotion, physical evidence and people, which are the 7ps of marketing.

Product

Product satisfies attention, acquisition, use or consumption needs or wants. A physical object product’s traits or attributes are distinguishable from other products to satisfy desires of consumers (Indumathi&Dawood, 2016). It also includes the customer’s satisfaction and other benefits received from the purchase (Rittiboonchai, Kriwuttisom, & Ngo, 2019). Currently, at the post purchasing stage most customers share opinions about their product experience, while during the pre-purchasing stage searching online for comments about products (Glovinsky & Kim, 2018) unintentionally impacts purchase decisions (Nielsen, 2015). Entrepreneurs must focus on successful relationships, especially marketing mix product attributes affecting purchase decisions (Rittiboonchai et al., 2019). Many previous studies have been carried out with consumers to identify purchase intention product attributes.

Price

Price is the consumer exchange amount to receive the offering according to Kotler, Suzan Burton and Kenneth Deans (2015) and involves all the customers values given up to gain service or product benefits. It is another marketing mix important element influencing consumer post-purchase behavior and purchase decisions (Hanaysha, 2017). Armstrong and Kotler (2010) viewed price as consumer total cost to obtain a service or product. Hustić&Gregurec, (2015) and Kotler & Armstrong(2010) also reported the significant and positive impact of price on customer brand image and purchasing decision. Faryabi, Sadeghzadeh, and Saeed (2012) provide further support by concluding that consumers’ store image perceptions are improved by price discounts which affect purchase intentions ultimately. Ali et al. (2017) demonstrate price can influence a customer’s purchase intention. If quality matches price future purchases will be positively impacted for people with product negative experience (Jaafar et al., 2012). Although Jaafar et al. (2012) found price was a significant predictor of consumer private label food products purchase, Mirabi et al. (2015) found price did not impact customers’ intention to purchase.

Place

Place is an organization deciding on store location and number for shopper convenience (Indumathi&Dawood, 2016). Location or place is an important marketing mix element expressed as where a brand sells its services or products to particular market segments. The concept of marketing location stresses availability of services or goods of a brand in the desired consumer location and quantity (Satit, Tat, Rasli, Chin, & Sukati, 2012). Hosseini, Jayashree, and Malarvijhi (2014) demonstrated a consumer’s store choice depends on availability of transportation, time required for reaching it and ability to access it without difficulties. Place has numerous features for revenue creation and certain outcomes and is not a cost generator factor and addressed as ‘how-to-handle-distance’ (Awan, 2011). Studies in both developed and developing countries have found that location has a significant influence on customer purchasing behavior (Pomering, 2017; Wongleedee, 2015).
Promotion

Promotion is a process of communication between the customer and the service or product (Nganga, 2017). It is what the target customer is told about the product, to promote customer product awareness in order to create positive attitudes and purchasing behaviour and to support marketing objectives (Wongleedee, 2015). Kotler and Armstrong (2016) similarly define promotion as a channel of communication to promote the value proposition of a product to consumers to become persuaded to act on this market offering. Lovelock (2011) claims that promotion could alter consumer’s attention, image and belief, toward the products/brand, potentially influencing intention to purchase. In Thailand and Vietnam, promotion encourages online purchase by customers (Rittiboonchai et al., 2019). However, Salman et al. (2017) found that promotion had neither a positive nor a negative relationship to purchasing behaviour.

People

Kotler (1997) stated people are personnel passing the process of training, selection and motivation with ability to solve immediate problems to meet customer needs with quality able to satisfy customers. This is a distinct difference between competitors and a business advantage people communicate with customers directly. Unless employees are adequately trained on customer communication, all marketing efforts may be frustrated by miscommunication (Kushwaha & Agrawal, 2015). This is an essential element of marketing mix since service consists of performance which is not separate from performer (Shanker, R., 2002).

Process

The order of services and method is determined by the process element; ensuring the creation of the value proposition customers are promised (Salloum C, Ajaka J.,2013). A poorly designed process can lead to a low-quality, useless, and slow, service delivery resulting in frustration for customers (Kushwaha GS, Agraval SR.,2015). Following customers placing an order, if companies are out of stock their orders may be canceled. In this situation customers can give three reaction types. They can change the online shopping platform, accept buying substitute products, or go off the internet (Dadzie KQ, Winston E.,2007). Factors such as late or incomplete online grocery delivery affect customer satisfaction significantly (Colla, E., &Lapoule, P.,2012). Failure to deliver quickly can cause consumers abandoning an online grocery shopping platform (Zheng et al., 2020).

Physical evidence

Physical evidence represents the environment that concrete presentation and the physical nature of the customer and trying to create total quality management includes a physical service and thread model to create customer value, whether it is dressing modestly with a fast, polite, and neat service or other benefits (Wilson, et al.,2016). It includes the physical facility where the service is offered – the service scape and all the tangible representations of the service such as brochures, letterhead, business cards, report formats, signature and equipment. Customers should find the service attractive to use, the shop atmosphere perfect, the store decoration product appropriate, with store arrangement, venue decoration, parking, and other physical characteristics attracting service, including devices facilitating service. As the performance of a service is intrinsically intangible, the customers tend to associate the physical evidence of that service, whether they are deliberately managed or not, with the service being provided at that place and time. So, the service organizations should take charge of these tangibles.

Purchase intention

Definition of purchase intention as the possibility a consumer will purchase a future service or product which includes the probability of a customer’s willingness to acquire a certain future service or product (Schmalfuß, Mühl, &Krems, 2017). Familmaleki, Aghighi, &Hamidi, (2015) and Hui, (2017) pointed to the marketing mix elements as the most important ones affecting purchase intention directly. Consumer actual purchase action is driven by positive purchase intention whereas consumer purchase is restrained by negative purchase intention. Increasing the possibility of purchasing derives from an increase in purchase intention. Researchers can also estimate consumer behavior using the important indicator of purchase intention. Wu et al. (2011) found consumers purchase action is propelled by customers’ positive purchase intention forming a positive brand commitment. Some purchase intention and marketing mix factors were found to be insignificant and some significant (Jaafar, Lalp, &Naba, 2012; Mirabi et al., 2015). Nevertheless, finding a new customer is more expensive than retaining an existing customer (Ihtiyar and Ahmad, 2014).
From the information above, the business unit is a business related to Air-Filtering Plants which is made to meet
the needs and market trends of consumers, who are interested in ornamental plants or air purifying plants. In
addition, the behavior of consumers has changed from the former with more concern for health. This has resulted
in a shift to focus on an alternative health care option by using natural therapy, that is, trees to purify the air. In
addition to being used in the treatment of air pollution It is also a decoration in the house to adjust the good
scenery as well. Therefore, based on the above reasons, the researcher is interested in studying the 7Ps marketing
mix that affect purchase intention for the benefit of entrepreneurs in using the information for further study and
planning marketing strategies in order to meet the needs of consumers most effectively. Thus, there is substantial
evidence that marketing mix have different effects on purchase intention. Based on this evidence, the hypothesis
is posed:

_A positive relationship exists between Marketing mix (product, price, place, promotion, people,process, physical
evidence,) and purchase intention._

### III. RESEARCH METHODOLOGY

This one specific point of time cross-sectional study was observed from a population or research sample using
quantitative research. The instrument for surveying data was a questionnaire. The researcher analyzed to find the
quality of the instrument by the draft of questionnaire was brought to Try-Out for 30 sets; the confidence value
from Cronbach’s Alpha was equal to 0.976 in which higher than 0.80; it meant that the questionnaire was suited
and reliable. The research framework relationship was derived from the survey results. The study population was
consumers in the Eastern region who had purchased or were interested in purchasing air purifying plants. The
400 random samples used in this study were calculated by Taro Yamane formula with confidence level set at 95
percent and deviation level of 5 percent. The relationship between marketing mix and purchase intention was
identified using multiple regression analysis.

In the regression model the purchase intention is regressed on the score in 7Ps marketing mix variables, as per the
following equation as follow:

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purchase\ intention = \beta_0 + \beta_1 product + \beta_2 price + \beta_3 place + \beta_4 promotion + \beta_5 people + \beta_6 process + 76 physical evidence + e
\]

### IV. RESULTS

From the results of the preliminary data collection, it was found that most of the respondents had a purpose in
purchasing air purifying plants because of their beautiful shape used to decorate their homes, representing
35.60%. Air purification accounted for 24.59%, followed by indoor air health care (20.66%). The frequency of
purchasing air purification plants is largely unstable depending on the occasion, reaching 55.75%.

The statistical data analysis by multiple regression analysis to test the hypothesis is shown in all three tables as
the follow (Table 1-3).

<table>
<thead>
<tr>
<th>Table1 Goodness of Fit Test</th>
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<tbody>
<tr>
<td>Model</td>
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<tr>
<td>Regression</td>
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<tr>
<td>Residual</td>
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<tr>
<td>Total</td>
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From Table 1, the results of analysis of independent variables on marketing mix factors, at least one of the
variables affecting purchase intention of air-filtering plants. Results provide a regression analysis result with
statistically significant at P-value < 0.000. Considering the F-test value in the table, it was found that the F value
was 45.793, indicating that the marketing mix independent variable was any one of the 7 variables, namely
product, price, place, promotion people, process and physical evidence, at least one variable can explain the
impact on consumers’ purchasing intentions for air-filtering plants in the eastern region of Thailand.

<table>
<thead>
<tr>
<th>Table 2: ModelSummary</th>
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<tr>
<td>Model</td>
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<tr>
<td>Regression</td>
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This study investigated the relationship between marketing mix 7Ps and Purchase Intention for air-filtering plants in the Eastern region, it was found that only 3 variables affecting the purchasing intention of air-filtering plants in the Eastern Region are: product (β = 0.134, p-value = 0.006), place (β = 0.203, p-value = 0.000), and physical evidence (β = 0.234, p-value = 0.000).

V. CONCLUSION

From Table 3, the results of the analysis of 7Ps marketing mix factors affecting the purchasing intention of air-filtering plants in Thailand in 2020. The result was significant in relation to the purpose. There is mixed evidence for the relationship of 7Ps marketing mix and Purchase Intention for air-filtering plants business. In theory, business may use the marketing mix, which is a set of tools to impact on its sales (Kotler, 2011). Previous studies have also had empirical findings that supported how the marketing mix affects business operations for both customer satisfaction and increased sales (Kotler and Armstrong, 2010; Garavand, Nourayi, and Saee, 2010; Waithaka, and Wamalwa, 2020). According to the results of this study, when considering each component of the marketing mix, it was found that the product, place and physical evidence influenced the purchasing decision of the customers. This is consistent with research that says that a product is one of the factors that make customers decide to buy (Nielsen, 2015; Rittiboonchai et al., 2019). The findings of this research also support the findings suggesting location is one factor influencing purchasing intention (Hosseini, Jayashree, and Malarvizhi, 2014; Pomerling, 2017; Wongleedee, 2015). From the marketing theory that the marketing mix is an important part of doing business, however, each type of product has different issues that should be paid attention. Therefore, as the results of this study suggested the air purification plant operators should plan their business operations by using marketing ingredients and paying attention to the product, place and physical evidence.

REFERENCES


<p>| Table 3 Multiple regression analysis of the purchase intention of air-filtering plants. |
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<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>standardize Coefficients</th>
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<tr>
<td>(Constant)</td>
<td>.814</td>
<td>.211</td>
<td>3.853</td>
</tr>
<tr>
<td>Product</td>
<td>.151</td>
<td>.054</td>
<td>.134</td>
</tr>
<tr>
<td>Price</td>
<td>.026</td>
<td>.056</td>
<td>.025</td>
</tr>
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<td>Place</td>
<td>.192</td>
<td>.051</td>
<td>.203</td>
</tr>
<tr>
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<td>.035</td>
<td>.046</td>
<td>.042</td>
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<td>.113</td>
</tr>
<tr>
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<td>.057</td>
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<tr>
<td>physical evidence</td>
<td>.219</td>
<td>.057</td>
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37. Schmalfuß, F., Mühl, K., & Krems, J. F. (2017). Direct experience with battery electric vehicles (BEVs) matters when evaluating vehicle attributes, attitude and purchase intention. Transportation research part F: traffic psychology and behaviour, 46, 47-69.