

Marketing Mix Factors That Affect the Decision to Use. Services for Customs Brokers at The Duty Free Zone, Suvarnabhumi Airport

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Abstract— A Study of Marketing Mix Factors Affecting Decisions in Choosing Customs Brokerage Services at Free Zone, Suvarnabhumi Airport have a purpose 1) To study the marketing mix factors in choosing the service of customs brokers at the free zone of Suvarnabhumi Airport. 2) To study the decision in choosing the service of a customs broker at the duty free zone of Suvarnabhumi Airport. 3) To compare the decision to choose the service of customs brokers at the duty free zone of Suvarnabhumi Airport classified by personal data. 4) To study the marketing mix factors that affect the decision to choose the service of a customs broker at the free zone of Suvarnabhumi Airport. The study population consisted of individuals who had used the services of customs brokers residing in Bangkok. A sample of 400 people was selected by using a questionnaire as a tool for the study. The collected data were processed using percentage statistics, mean values and hypothesis testing. By using statistics T-test and one way ANOVA and if there is a difference. The test was carried out in pairs by means of LSD and Multiple Regression Analysis.

The study found that There were 400 respondents, most of whom were males aged 31-40 years old with a bachelor's degree. Occupation Private Employee The average monthly income is 25,001 – 35,000 baht and the frequency of service per year is 5 times per year. The marketing mix factors in choosing the service of a customs broker at the free zone of Suvarnabhumi Airport The overall picture is very important. The overall decision-making process agreed at a high level with the results of the hypothesis testing. Personal information about age, occupation, level of education Average monthly income and the frequency of using the service per year Different people have to make a decision in choosing the service of a brokerage company. At Free Zone, Suvarnabhumi Airport The difference was statistically significant at the .05 level. Have a decision to choose the service of a customs broker

At Free Zone, Suvarnabhumi Airport that is not different and marketing mix factors product aspect, price aspect, distribution channel aspect Marketing Promotion Process and personnel Influencing the decision to choose the service of a customs broker at the duty free zone at Suvarnabhumi Airport at a statistical significance of .05, and in terms of physical characteristics, there is no influence on the decision to choose a customs agency at the duty free zone at Suvarnabhumi Airport. Duty Free Suvarnabhumi Airport

Suggestions from the study: Entrepreneurs should maintain their reputation and service standards to build confidence and credibility in using the service. Flexible pricing Add a contact channel for customers to facilitate Advertising through various media channels Develop employees who provide services to customers to have knowledge

about making a declaration for customers accurately and precisely. And quickly to meet the needs of customers. Arrange an area for customers to use the service comfortably..

Index Terms— Marketing Mix, Decision To Use Service, Customs Brokers.

I. INTRODUCTION

International trade is an important aspect of every development countries on this planet Since the meaning is quite literal, it is the exchange of goods and services between countries. If any country attempts to produce all its goods and services by itself without importing or exporting it will develop. go slowly Including the standard of living of the people will be low as well Therefore, the subject of international trade is very necessary for the development of countries. Especially in developing countries who want to raise the standards of citizens, public utilities and things. It is necessary to pay more attention to international trade within the country. (Hiscox, 2002) Free zone is an area that is specified. For the benefit of customs duties in the industry commerce or other activities that are beneficial to the country's economy Those wishing to establish a duty free zone must obtain a license. From the Director-General who has been granted a license to operate in a duty free zone is Persons permitted by the Director-General to operate the industry commerce or any other activities that are beneficial to the country's economy in the free zone (Gandolfo, & Trionfetti, 2014)

Originally, entrepreneurs may produce for sale alone, but entrepreneurs May need to expand production in order to support foreign markets. Also, for these reasons, operators Therefore, there must be a variety of knowledge, whether it is innovation in

The production of products that require modern technology to help, knowledge of the market. Sales promotion, basic knowledge about import-export of goods, or knowledge of transportation routes, etc. Especially entrepreneurs who have to trade with foreign countries or general consumers who like to trade from abroad. may be the reason that Thailand does not

have production capacity or products that consumers want to trade only in foreign countries, so knowledge in importing exports are important The import-export rules are constantly changing. Especially the knowledge of customs clearance with new rules and regulations. (Weiss, 2011)

Entrepreneurs and consumers often need to be alert and develop themselves to keep up with the ever-changing regulations. and to alleviate the burden of entrepreneurs in matters about customs clearance The entrepreneur may use the service of an agent to act on his behalf, which is called a "customs broker". Who is the customs agent or shipping? What is the duty of importing and exporting that must be involved? always with one agency That is the customs department and therefore there will be agents to serve. customs clearance Or a customs broker, but in Thailand it's often referred to as shipping, which actually translates directly. is the freight And call the freight forwarder that Freight Forwarder Customs Clearance Agent (customs broker) or shipping (shipping), as we call it. What do you do? Do we need to have shipping do it on our behalf? Shipping is a company, agency or individual that represents it. The owner of the cargo (cargo) is responsible for the documentation for importing or exporting. (Koehn, 2001) By remember to contact with the Customs department to pass the customs formalities. And besides that, there are also other services related to imports and exports such as the Food and Drug Checkpoint Office, the Department of Livestock Development, the Department of Agriculture. Including coordinating with the transport company to deliver to the customers. From the above information The study is therefore interested in studying. Marketing mix factors affecting the decision to choose the service of a customs broker At Free Zone, Suvarnabhumi Airport To use the results from the study to improve and develop various services to meet the needs of consumers..

II. OBJECTIVES OF THE STUDY

To study the marketing mix factors in choosing the service of a customs broker at Free Zone, Suvarnabhumi Airport To study the decision in choosing the service of a customs broker at the free zone Suvarnabhumi Airport.

III. HYPOTHESIS

1. Different personal information affects the decision to choose the service of different customs brokers at the free zone of Suvarnabhumi Airport.
2. The marketing mix factors influenced the decision to choose the service of customs brokers at the free zone of Suvarnabhumi Airport.

IV. SCOPE OF STUDY

Content Aspect: A study of marketing mix factors affecting consumers' decision in choosing a customs broker's service at the free zone of Suvarnabhumi Airport. based on marketing mix theory Which consists of the product (Product), price (Price), distribution channel (Place), marketing promotion (Promotion), personnel (People), service process (Process), and physical characteristics (Physical Evidence) and decision theory. with Problem Recognition, Information Sources,

Evaluation of Alternatives, Purchase Decision and Post Purchase Behavior.

V. CONCEPTS, THEORIES AND RELATED RESEARCH

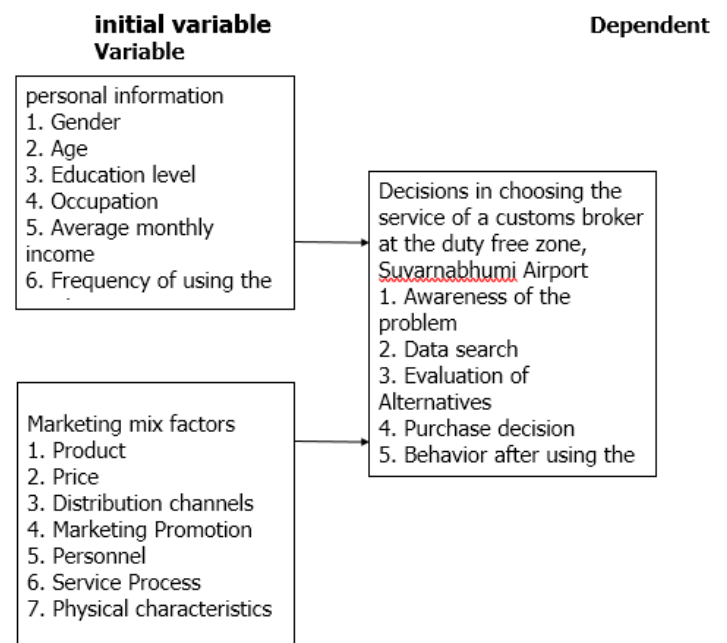
Study of Marketing mix factors affecting decision making in selecting customs brokerage services at the free zone of Suvarnabhumi Airport The researchers studied documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines for the study as follows:

VI. MARKETING MIX THEORY

Kotler and Keller (2012 (stated that Marketing mix refers to variables or marketing tools that businesses use in fulfilling their target market objectives to meet customer satisfaction. Originally, marketing mix consisted of only 4 variables (4Ps): product (Product), price (Price), distribution channel (Place) and marketing promotion (Promotion), later, 3 more variables have been created, namely personnel (People) service process (Process) and physical evidence (Physical evidence) in accordance with the important concepts of modern marketing. especially in the service business Therefore, it can be called the marketing mix (The Marketing Mix 7Ps), with all marketing tools divided into 7 groups:

VII. CONCEPTUAL FRAMEWORK IN EDUCATION

From the above studies The study was based on the theory of marketing mix factors, 7Ps, summarized and combined into a conceptual framework to study the marketing mix factors that affect decision-making in choosing a customs brokerage service at the free zone of Suvarnabhumi Airport as follows:



VIII. RESEARCH METHODOLOGY

A study on marketing mix factors affecting decision making in selecting customs brokerage services at the free zone of Suvarnabhumi Airport. The objective is to study marketing mix

factors. Consumers' decision to use customs brokerage services Comparison of consumers' decision to use customs brokerage services by personal data and to study the marketing mix factors affecting the decision to use a customs brokerage service. Information from the study can be used as a guideline for the development of services in various areas to meet the needs of service users. has established a method for studying The data sources used in the study are as follows. There are 2 types of data sources in this study. Primary Data is data obtained from questionnaires for data collection. From general people who have used the services of a customs broker by being a respondent. Secondary Data is information obtained from textbooks. Study reports and related documents and internet

IX. POPULATION AND SAMPLES USED IN THE STUDY

The population used in this study were general people who had used the services of general customs brokers. A total of 400 samples were selected for this study. Using the calculation of a sample size (Sample Size) without an exact population of W.G.Cochran at a confidence level of 95% as follows:

$$n = P(1-P)Z^2 / (e^2)$$

$$n = (.50)(1-.50)(1.96^2) / (.05^2)$$

$$n = (.5)(.5)(3.8416) / .0025$$

$$n = .9604 / .0025$$

$$n = 384.16$$

In the calculation, there will be a sample of 385 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 cases.

X. RESULTS OF THE STUDY

study of "Marketing mix factors affecting decision making in selecting customs brokerage services at the free zone of Suvarnabhumi Airport" has an objective. To study the marketing mix factors that affect decision making in selecting a customs brokerage service at the free zone of Suvarnabhumi Airport. And to compare the marketing mix factors that affect the decision to choose the service of customs brokers at the free zone of Suvarnabhumi Airport classified by personal data. The researcher designed a questionnaire as a study tool for a target group of 400 people. Data were analyzed by The frequency, percentage, mean, and standard deviation were counted. (Išoraitė, 2016)

An analysis of marketing mix factors influencing the decision to choose a customs broker's service at the free zone of Suvarnabhumi Airport.

Marketing Mix	B	Std. Error	Beta	t	Sig.	test
(Constant)	-.780	0.106		-7.730	.000*	yes
Product	.515	.008	.705	66.969	.000*	yes
Price	0.91	0.12	.118	7.456	.000*	yes
Distribution Channels	.297	.022	.245	13.276	.000*	yes
Promotion	-.129	.018	-.092	-7.134	.000*	yes
Personal	.104	.014	.104	7.509	.000*	yes
Process	.302	0.12	.252	24.168	.000	yes
Physical Aspect	-.003	.008	-.006	-.340	.734	no

It was statistically significant at the .05 level (2-tailed).

Comparison of marketing mix factors influencing the decision to choose customs brokerage services at the free zone of Suvarnabhumi Airport It was found that the marketing mix factors Product (Sig = .000) Price (Sig = .000) Distribution Channel (Sig = .000) Marketing Promotion (Sig = .000) Personnel (Sig = .000) Process (Sig = .000) had an influence on the decision to choose the service of a customs broker at the free zone of Suvarnabhumi Airport. at the statistical significance level of 0.05, respectively.

XI. STUDY RESULTS, DISCUSSION, AND RECOMMENDATIONS

A study on marketing mix factors affecting decision making in selecting customs brokerage services at the free zone of Suvarnabhumi Airport. have a purpose To study the marketing mix factors in selecting a customs brokerage service at the free zone of Suvarnabhumi Airport. To study decision making in choosing customs brokerage services at Suvarnabhumi Airport duty free zone and to compare marketing mix factors affecting decision making in choosing customs brokerage services at Suvarnabhumi Airport duty free zone classified by proportional data. A questionnaire was used as a tool to collect data from a sample of 400 people. Statistics used for data analysis consisted of percentage, mean and hypothesis testing. By using statistics T-test and one way ANOVA and if there is a difference. The test was performed in pairs by means of LSD and Multiple Regression Analysis. From the data analysis results can be concluded. as follows and presented in order

Marketing mix factors in selecting customs brokerage services at the duty free zone, Suvarnabhumi Airport

The study found that the marketing mix factors in selecting the service of customs brokers at the duty free zone of Suvarnabhumi Airport The overall picture is at a very important level, consisting of distribution channels. Marketing promotion, personnel, product service process Physical characteristics and price, respectively, with the following details:

- Distribution channels The overall picture is at a very important level, consisting of having a number of channels for contacting service inquiries, such as a call center, having

a channel to support product distribution, convenience, speed, and convenience. to use the service at the service center and the number of subzeroes in Comprehensive service such as Suvarnabhumi Airport checkpoint Laem Chabang Port Klong Toey Port respectively

- Marketing Promotion The overall picture is at a very important level, consisting of advertising through television media. Social Media Advertising Web Advertising Receive a discount on service fees when applying for membership with the company. public relations by supporting social activities respectively
- Personnel The overall picture is at a very important level, consisting of employees able to communicate easily to understand. Employees can solve problems very well. knowledgeable staff Expertise in customs formalities Employees provide service with courtesy, respectively.
- product side The overall picture is at a very important level, consisting of the reputation of the customs brokerage company. speed of service Time Guarantee such as the period for delivery Responsible for the product, for example, if the product is damaged or lost can be charged Compensation Variety of cargo trucks such as 4-wheel trucks, 6-wheel trucks, vans and motorcycles for customers in small communities respectively.
- service process The overall picture was at a very important level, consisting of the accuracy of the goods declaration, the process of contacting for service. Convenience and uncomplicated for service users Checking information of recipients and senders accurately and clearly Checking information Services through the website, such as product status and delivery status. Notify service users when There is damage to the product or not transported on time, respectively.
- physical aspect The overall picture is at a very important level, consisting of the credibility of the organization. The image of the organization, the arrangement of the area, the place of service are appropriate and convenient respectively.
- In terms of price, the overall picture is at a very important level, consisting of being flexible in adjusting the price of service fees. Clear rate The price is suitable for the service accordingly.

Discussion of results, recommendations from the studyThe study has recommendations for the entrepreneurs of the customs brokers as follows:

- product side The results of the study revealed that the marketing mix factors product side Influencing the decision to choose the service of a customs broker at the duty free zone at Suvarnabhumi Airport, entrepreneurs should maintain their reputation and maintain standards in order to retain existing customers and attract new customers to use the service even more. And the speed of service when the product arrives must be delivered to the customer on the specified date and time.
- In terms of price, the study found that the market mix factor in terms of price influenced the decision in choosing a customs broker's service at the free zone of Suvarnabhumi Airport. Consumers focus on flexible prices. Entrepreneurs should set prices to be flexible, for

example. Sending a lot of products at a time, there may be a discount on the shipping cost for customers.

- distribution channels The results of the study revealed that the marketing mix factors distribution channels Influence on choosing the services of customs brokers at the free zone of Suvarnabhumi Airport. Entrepreneurs should pay attention to the number of contact channels for customers in a variety of channels and easy to contact quickly. Can answer problems comprehensively and provide services to customers as needed.
- Marketing Promotion The results of the study revealed that the marketing mix factors Marketing Promotion Influence on choosing the services of customs brokers at the free zone of Suvarnabhumi Airport. Entrepreneurs should advertise through various media channels and have marketing promotions for customers to offer discounts to customers when customers apply for membership. And promoted by social support to gain recognition and attract customers.
- Personnel The results of the study showed that the marketing mix factors in terms of personnel influenced the selection of customs brokerage services at the free zone of Suvarnabhumi Airport. Entrepreneurs should develop employees who provide services to customers to have knowledge about making a declaration for customers accurately and precisely. And quickly to meet the needs of customers.
- Process The results of the study revealed that the marketing mix factors Process Influence on choosing the services of customs brokers at the free zone of Suvarnabhumi Airport. Consumers want staff to be easy to communicate with and have deep knowledge of customs. Entrepreneurs should train their employees to have more expertise in customs procedures.
- physical aspect The results of the study revealed that the marketing mix factors physical aspect It is very important to choose the service of a customs broker at the duty free zone of Suvarnabhumi Airport. Entrepreneurs should build credibility of the organization and There is an area for customers to use the service comfortably.

Recommendations for further studies

This study is a study of marketing mix factors that affect decision making in selecting a customs brokerage service at the free zone of Suvarnabhumi Airport only. The decision to choose the service of the customs brokerage of the population in each area is different. If wanting to study the purchase decision in choosing the service of customs brokers in other areas, further studies should be conducted. There should be an in-depth study. The qualitative study was mixed with quantitative studies and other variables such as problems received from use. or suggestions after use, etc.

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