

MARKETING MIX FACTORS RELATING WITH SELECTIVE DECISION MAKING ON ASOKE SKIN HOSPITAL

SARUN JANTRAKULROJ AND Dr. PORNKUL SUKSOD

Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: pornkul.su@ssru.ac.th

ABSTRACT

The research objectives represented 1) to study the marketing mix and the selective decision making on Asoke Skin Hospital 2) to examine the relationship between the marketing mix and the selective decision making on Asoke Skin Hospital. The population was the service recipients of Asoke Skin Hospital, the 384 sample size of service recipients were determined by W.G. Cochran formula with the 95 percent of confidence and the 5 percent of error. The research instrument represented the questionnaire and collecting data from the sample that was the service recipients of Asoke Skin Hospital on the weekend day only. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the correlation coefficient. The finding found that marketing mix factors related with the selective decision making on Asoke Skin Hospital in addition the marketing mix factors focused on the six factors of promotion mix as following 1) the advertising 2) the personal selling 3) the sales promotion 4) the publicity and public relations 5) the direct marketing and 6) the events.

Keyword; Marketing mix factors, selective decision making, Asoke Skin Hospital

INTRODUCTION

The medical service represented on a one of service industrial tourism that generated the amount of national income. The tourism industries obtained the attraction business and generated substantial income to countries with respect to other businesses. Thailand was the popular from the tourists on the top of ASEAN countries due to the various tourism resources, the superior cultures, the locally archaeological sites, distinguished cultural identity of the locality and all the year touring weather also. The ranking results of 132 popular tourism cities determined on the number of tourists, accommodation including foreign expense, that recognized the city was Bangkok, who was on 2nd of the world ranking and 1st of the Asia ranking. (The Tourism Authority of Thailand, 2018; Jersilp, 2018; Mekhum, 2016; Delcea, et al 2019)

At the present day the topics of public health in Thailand were listed on the quality of life development and technological usage. Therefore, the medical service recipients had the high expectation on medical hospital services under the quality assurance and service provision with the service recipient satisfaction. Both public and private hospitals occupied a large role in providing health services. Therefore, there is an extremely intense competition in marketing to reach the target group. Hospitals accelerated the improvement of services by the innovative medical treatments. In addition, the private hospital business was still intensely

competitive in service and technological advancement as tools of the medical and work processes changing for the strength in Thailand on the global and to remain the medical hub of Asia. (Jersilp, 2018; Mekhum, 2016; Delcea, et al 2019)

The researcher was interested in studying the marketing mix factors that affected the selective decision making on Asoke Skin Hospital and expected on the finding were the guidelines for planning, improvement and managerial development for hospital service with customer satisfaction, competitive advantage and survival on the expansion of private hospital businesses.

Objectives

1. To study the marketing mix and the selective decision making on Asoke Skin Hospital.
2. To study the relationship between the marketing mix and the selective decision making on Asoke Skin Hospital.

LITERATURE REVIEWS

The consumer purchasing processes were based on the consumers' behavior, sometime the consumer thinking and acting remained not the similar things, therefore, the analysis of consumer decision-making processes started to begin, the steps of purchasing on products or services selection were the consumer decision making processes as the following steps; 1) the problem recognition 2) the information searching 3) the alternative evaluation 4) the making decision to purchase and 5) the post-purchase behaviors. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat, 2016).

The marketing promotion represented to communicate the product information between buyers and sellers to promote the attitudes and purchasing behavior. Communication may be managed with personal selling by sales personnel or non-personal selling by the media as a communication tool that could be divided into six categories as follows: 1) the advertising 2) the personal selling 3) the sales promotion 4) the publicity and public relations 5) the direct marketing and 6) the events, all of six categories affected the decision to select five-star hotels services. (Kotler & Armstrong, 2014; Kotler & Keller2016; Chomrat, 2016)

The decision making process of consumers comprised five steps

1. Problem or need recognition occurred from the sole difference of the ideal and the reality which should be fulfilled as following
 - 1.1 the new needs were happen when the former needs were fulfilled
 - 1.2 the former solutions led to be new problems
 - 1.3 the personal change both of the physical and qualification maturity

1.4 the change of family status

1.5 the change of positive and negative financial status

1.6 the result of reference group on the cycle life

1.7 the marketing promotion efficiency

2. Information searching represented the consumers searched the solutions to

illustrate their problems from these sources

2.1 personal searching

2.2 commercials searching

2.3 publics searching

2.4 experimental searching

3. Alternatives evaluation represented the consumers evaluated the information of second step and made the decision on the best alternative by preparing the specification of each brand and selected the previous one. The idea of evaluation in alternatives as following

3.1 attributes and benefit

3.2 degrees of importance

3.3 brands believing

3.4 functional utilizations

3.5 evaluation procedures

4. The buying decision making represented the individual needed the difference of time and information for decision making

5. The post-purchase behavior represented the consuming experience that could satisfy or un satisfy the consumers, the satisfying resulted the recommendation to new customers but the unsatisfying affected with the order cancelling.

Conceptual framework

Literatures reviewing contributed the conceptual framework as bellow.

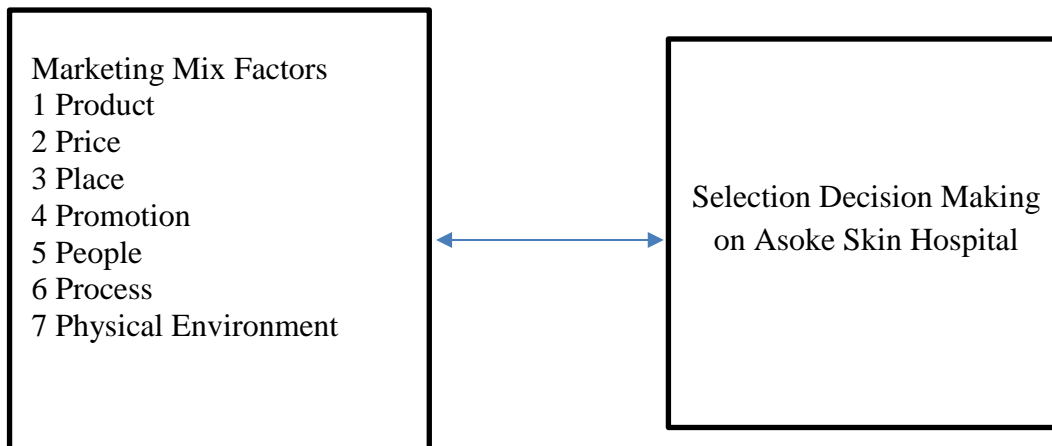


Figure 1 Conceptual Framework

METHODOLOGY

This research represented the quantitative approach. The population was the service recipients of Asoke Skin Hospital. Because of the unknown population, the 384 sample sizes of service recipients were determined from the unknown of number of population by W.G. Cochran formula with the 95 percent of confidence and the 5 percent of error. The research instrument represented the questionnaire and collecting data form the samples that was the service recipients of Asoke Skin Hospital. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical correlation analysis represented the correlation coefficient.

RESULTS

The research finding found that the marketing mix and the selective decision making on Asoke Skin Hospital of service recipients had moderate to high statistical level. In addition, the studying of marketing mix relating to the selective decision making on the Asoke Skin Hospital was found that both factors were indeed related with the high statistical level with crucial factors including as following 1) product 2) price 3) place 4) promotion 5) people 6) process and 7) physical evidence that indicated the implementation of marketing mix was necessary for Asoke Skin Hospital to stimulus the service recipients.

REFERENCES

- Delcea, C., Cotfas, L., Trica, C. L., Craciun, L., & Molanescu, G. (2019). Modeling the Consumers Opinion Influence in Online Social Media in the Case of Eco-friendly Products. *Sustainability*, 11(1796), 1-32
- Jaruayporn Kaewsamor. (2008). Factors that buying decision making in the dietary supplement products in Ayutthaya Province. *Independent study in Master of Business Administration (Business Management)*. Phranakorn Si Ayutthaya

- Rajabhat University.
- Kotler, P. & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Toronto: Pearson Prentice Hall.
- Kotler, P., & Keller, K.L. (2016). *Marketing management* (15th ed.). Upper Saddle River, New Jersey: Pearson Education
- Ubolrat Chomrat. (2016). Factors Affecting Workers Purchasing Decisions of Supplementary Food Capsule in Bangkok. *Independent Study of Master of Business Administration. Bangkok University.*
- Jersilp, S. (2018), A study of Thai handicrafts ' s souvenir forms That meet the Northern & Central European tourists ' satification in Rattanakosin Area and Inner Bangkok Zone, Suan Sunandha Rajabhat University, Bangkok.
- Mekhum,W. (2016), Eco-technologies and product quality in OTOP2 production: Nonthaburi province case study, *Actual Problems of Economics*, Vol.7 (181), Pp.256–261.