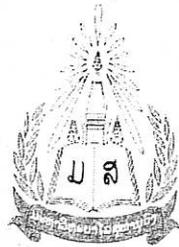


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Approach for the development of marketing mix for baby bedding products in Bangkok Metropolitan area

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Abstract

The purpose of this research was to (1) study the decision to buy baby bedding products in Bangkok metropolitan area, classified by personal factors (2) to study the decision to buy baby bedding products in Bangkok metropolitan area, classified by Buying behavior (3) To study the marketing mix level affecting the decision to buy baby bedding products in the Bangkok area and (4) to study the development of marketing mix of bedding sets for children in Bangkok metropolitan area. The samples used in this research are Consumers in Bangkok metropolitan area who used to buy 400 sets of mattress products for children using a convenient sampling method the research instruments were questionnaires and in-depth interviews. The statistics used were percentage, mean, standard deviation, t-test Analysis of variance and multiple regression analysis.

The results showed that (1) the decision to buy baby bedding products in Bangkok metropolitan area is different with statistical significance at the level of .05, while other aspects were not different.

(2) The decision to purchase a mattress set for children in Bangkok metropolitan area is significantly different at the level of .05 in the information source before buying. The other aspects are not different.

(3) The marketing mix in all 4 aspects has an effect on the decision to buy children's bedding sets with statistical significance at the level of .05, including X_1 on the product side ($b = 0.33$), X_2 on the price side ($b = 0.21$), X_3 on the premises ($b = 0.18$) X_4 on the promotion of the market ($b = 0.11$), the equation has the power of forecasting equal to 65 percent. The multiple regression analysis equation can be written as follows: $Y_{rt} = 0.58 + 0.33X_1 + 0.21X_2 + 0.18X_3 + 0.11X_4$