

**EFFECT OF MARKETING MIX (4Ps) ON THE INTENTION TO
PURCHASE OF CERAMIC COURSE**

The logo of Mahidol University is a circular emblem. It features a central golden stupa-like structure with a flame-like base, set against a light blue background. The emblem is surrounded by a golden border containing Thai text. The text at the top reads 'มหาวิทยาลัยมหิดล' (Mahidol University) and the text at the bottom reads 'มหาวิทยาลัยราชภัฏวชิรเวศน์' (Mahidol University Vajiravech).

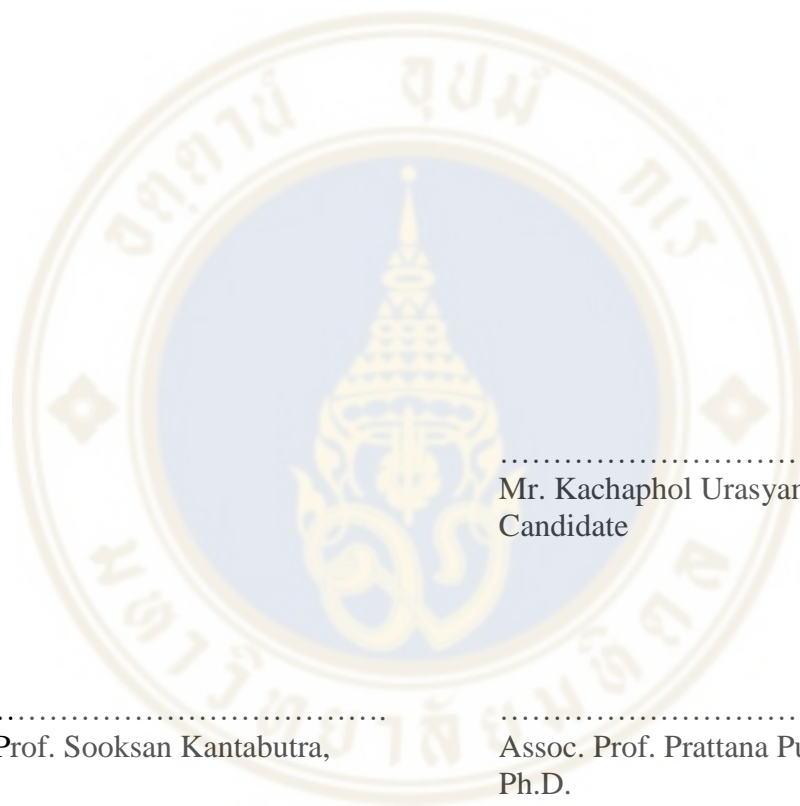
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entitled
**EFFECT OF MARKETING MIX (4PS) ON THE INTENTION TO
PURCHASE CERAMIC COURSE**

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ABSTRACT

Ceramic course is not a popular thing yet in Thailand and it can be considered a niche market. Therefore, the influential factors for the customer to purchase ceramic course might be different from other services. The objective of this research is to study the factors that can influence the intention to purchase ceramic course of the people. This research provides the answer for the factors that are impactful toward the intention to purchase ceramic course with a certain framework which in this case is the marketing mix or what is known as the 4Ps of marketing. The result of this research shows that they are significant relationship between the 4 elements of marketing mix which are product, price, promotion, and place and the intention to purchase of the customer toward the ceramic course. The information from this research can help to support the owners of ceramic studio and potentially other service providers to develop their business model and strategy to best suit their business for success.

KEY WORDS: Ceramic Course / Marketing Mix (4Ps) / Intention to Purchase

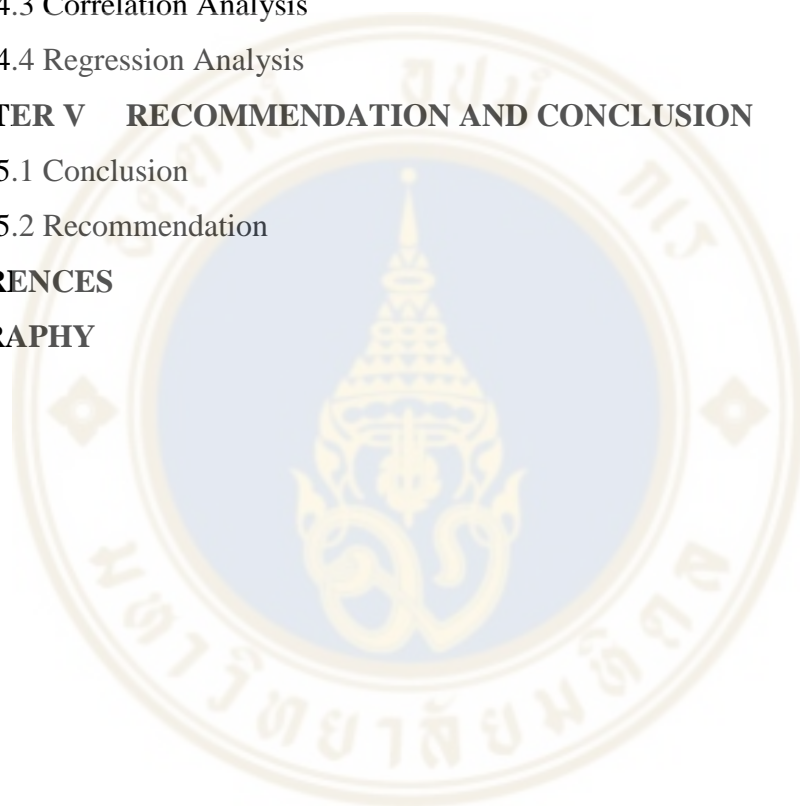
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CHAPTER I

INTRODUCTION

1.1 What is Ceramic Course

Ceramic course is a service offer by the ceramic studio to teach customer how to make pottery from clay. Once they made the clay to become a pottery shape the ceramic studio will fire the pottery in the kiln for the customer then the customer will have to glaze it to give the pottery their color. Then the ceramic studio will fire the pottery in the kiln again to get the finished product and the ceramic studio charge the tuition fee. This is a brief explanation of what is ceramic and how the ceramic course work. So, basically the ceramic studio provides a place and all the equipment the customer need for them to be able to learn how to do pottery. There are not many ceramic studios in Thailand and this market is quite niche. Therefore, the factors that influence the intention to purchase of ceramic course might not as common, or does it?

1.2 Problem Statement and Research Question

The inspiration to do research about ceramic course comes from the researcher's family business which has been opening for more than 30 years. It is started by the grandmother of the researcher and now it is the third generation of the family that will be taking care of this business. The time that the researcher spends helping the family business makes the researcher wonder about what are the factors that will have an impact on the intention to buy of the ceramic course since the number of customers for the ceramic studio is inconsistent and is not maximize. It might be because the market is niche, and the studio didn't really know what are the important factor that can influence the customer intention to purchase of the ceramic course. So, the researcher came up with the question, "what are the factor that influence the customer decision to purchase ceramic course," and that is the question of this research. The answer to this research might be useful for ceramic studio owner to develop their business strategy.

1.3 Scope of this Research

There are so many factors that might be the influential factor for people to be interested in purchasing the ceramic course. Therefore, this research will only focus on some of them. The framework the researcher choose to for this research is the marketing mix or the 4Ps which include product, price, promotion, and place. In terms of customer satisfaction, marketing mix was proven to be a significant dependent variable that might encompass customer-driven activities that strive to understand, attract, maintain, and establish close long-term relationships with lucrative customers (Nimako, Azumah, Donkor & Veronica, 2010). Therefore, it will be interesting to test these variables which might be able to apply for business strategy of ceramic studio as well. The objective of this research is to find the factors that can influence the customer intention to purchase the ceramic course. So, the factors that this research will be testing are product, price, promotion, and place. This research will give the answer on whether the factors of product, price, promotion, and place have a significant impact on the intention to purchase the ceramic course of the customer or not.

CHAPTER II

LITERATURE REVIEW OF THE FRAMEWORK

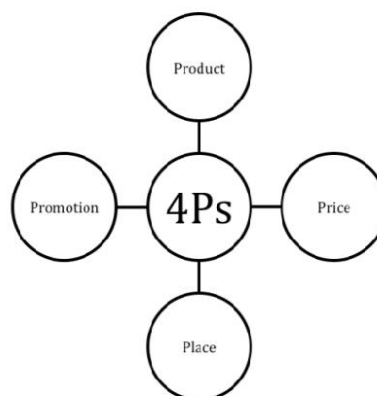
2.1 Theories Related to the Research

Chapter 2 explain about the framework and theories that are related to the research topic by using previous studies about the framework and theories. In the next part is about how the framework and theories relate to the variable. The last part will show the details of the framework used in this research.

2.1.1 Marketing Mix (4Ps)

The marketing mix is a conceptual framework that highlights the key decisions that marketing managers make when configuring their offerings to meet the needs of their consumers. It is not a management theory generated from scientific investigation. Long-term strategy and short-term tactical programs can both be developed with the tools (Palmer, 2004). As reported by Kotler and Armstrong (2010), "The marketing mix" refers to a company's employment of a variety of ways to achieve its goals by efficiently marketing its products and services to a specified target group."

After Neil H. Borden's 1964 article, the term "marketing mix" became widely used. Product planning, price, branding, distribution methods, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact findings, and analysis were all part of the original marketing mix. McCarthy (1960) recently classified these characteristics into four categories, which are now known as the 4Ps of Marketing. It is one of the most essential marketing principles, focusing on four factors of commercial practice: product, pricing, promotion, and location (John Dudovskiy, 2012). It is one of the most widely used theoretical marketing frameworks, with many firms using it to plan marketing campaigns and make other decisions in a more effective manner.



Source: Van Waterschoot, W., & Van den Bulte, C. (1992)

Figure 2.1 The Element of Marketing Mix (4Ps)

Product

The term product here is the definition of the core offering of the business that is define to the consumers in which it either can be tangible goods or intangible services and the goods and services are created to match the customer's demand and specific needs (Yao, 2014) Since our research topic is related to intangible service, the ceramic course, we will be discussing about intangible service instead of the tangible goods. Nuseir and Madanat's (2015) research found that there are two aspects that the idea of product of services are usually based on. The first aspect is to demonstrate the core benefits with productive and creative service and the second aspect is service should be tangible and augmented. In consonance with the basic study, we found out that services, quality service, brand image, and accessories are connected to product service decisions (NetMBA, 2002-2010).

Price

As reported by Onlaor and Rotchanakitumnuai (2010), price is a crucial factor, which magnify the satisfaction of customers considering that customers often think of price whenever they assess the value of the tangible goods and intangible services. The price shows the definite amount the end users are anticipated to pay for the product, and it is related to how the customer recognize the value of the product the objective costing of the product that is offered. (Yao, 2014) Hence, the term pricing here is noticed as the service provider's pricing strategy (NetMBA, 2002-2010).

Promotion

Promotion has been defined by Borden (2013) various ways the marketing agencies publicize pertinent information about the product to customers and differentiate the specific products or services. The elements that made up promotion are public relations, social media, advertisement, sales promotion etc. Each of the aspect need the support from brand's position to be able to improve brand awareness, customer perception on branding, perception of the brand, etc. Likewise, some people interpret promotion as the way of how you communicate the benefits and value of the offering to the consumers and then persuade them to become the customer of the business by using the elements we mentioned earlier. (SmallBizConnect, 2009).

Place

According to marketing mix the term place can be refer to the place or placement decision that are related to the distribution channel of the product or service and serve as a mean to deliver them to the targeted customers. The tasks of the distribution system are transactional, market coverage, channel member selection, and the level of service (Quick MBA, 1999-2000). Other elements of the marketing mix are dependent on the place because it acts like a vehicle for other elements in marketing mix. (Selim A., Habibur R., 2015).

2.1.2 Intention to Purchase

As described by Garg & Joshi (2018) the intention to purchase is consumer's decision-making process which will develop their willingness to purchase the brand or its offering (cited by Wells 2011; Dodds 1991). Intention to purchase was also described by Martins, Oliveira, Costa, Branco, and Gonclaves (2019) as it will assist customers to think out their future purchase and if the intention to purchase is positive it could increase the brand engagement and the opportunity to sell your offering. Furthermore, it was also mentioned by Fandos, Espejel, Flavian (2008) in their studies that the intention to purchase is the customer's buying intention that might have an impact on the attitude and belief of the customer toward the offering.

In this research the consumer intention to purchase will be define as the intention of the consumers' decision to choose to buy a ceramic course with the

influence of the Marketing Mix (4Ps) which might increase the sales opportunity of the ceramic course.

2.2 Conceptual Framework

The conceptual framework shows the dependent and independent variable for this research. According to the literature review of this research's framework the independent variables are the marketing mix factor or the 4Ps (product, price, promotion, and place) and the dependent variable is intention to purchase ceramic course as shown below in figure 2.2.

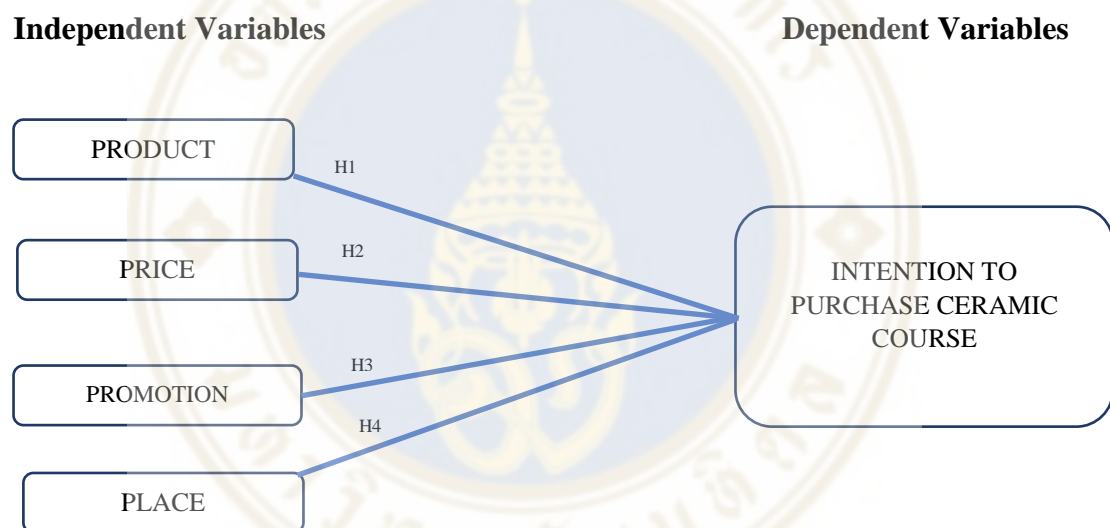


Figure 2.2 Independent and Dependent Variable Chart

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

As stated by Burns and Grove (2003:195) that the blueprint for conducting research with a maximal regulate factors that might interfere with the soundness of the outcome of the research is the research design. It is the plan of the researcher on how they are going to obtain the answer to the research question of the study. According to Burns and Grove (2001) research design helps the researcher to be well-prepare in planning and implementing the research procedure in the way that will likely get them the result they intended to get, there for the information they got will be more likely to be associated with the real situation.

The information gather technique that the researcher use in this study will be quantitative data gathering technique. From the statement of Aliaga and Gunderson (2002:81) explained about the quantitative research that it explains the phenomena by using the gathered numerical data and analyze it with mathematical methods.

3.2 Hypothesis Development

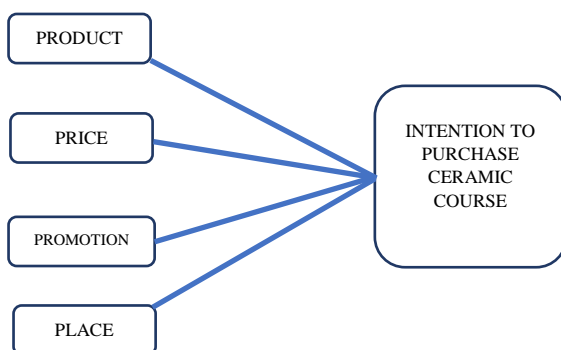


Figure 3.1 Hypothesis Development Chart

3.3 Measurement of Each Variables

The types of variables involved in this study include dependent and independent variable. The dependent variable in this study is the intention to purchase whereas the independent variable are the 4Ps of marketing mix which was discussed in chapter 2. Dependent variable is a variable that can be influenced positively or negatively by the independent variable (Sekaran & Bougie, 2016). The details of measurements of each variable are shown in the table 3.1 below. Table 3.1 consist of each variable, the item name, what does the item measure, and the scale that are used to measure it.

Table 3.1 Measurement of Each Variables Table

Variable	Item	Measurement Item	Scale
Product Factor	PROD1	I think the service's image is important when I buy a service	Likert Scale
	PROD2	I think the quality is an important criterion when I buy a service	
	PROD3	It is important for me to buy high-quality service	
Price Factor	PRI1	I think price is important when I buy a service	Likert Scale
	PRI2	I will buy a service because it is cheaper option	
	PRI3	I compare prices of service before I buy because I choose one	

Table 3.1 Measurement of Each Variables Table (cont.)

Variable	Item	Measurement Item	Scale
Promotion Factor	PROM1	Advertisement is important when I buy a service	Likert Scale
	PROM2	My decision to purchase a service is influenced by advertisement	
	PROM3	The message on advertisement attempts to persuade me to buy a service	
	PROM4	I trust on the message given by the advertisement	
Place Factor	PLA1	I would like to buy the service that has attractive place	Likert Scale
	PLA2	Positive characteristics of a service come up quicker when I see the that the place is in luxury shopping mall (eg. Emporium, Icon Siam)	
	PLA3	I would like to buy a service from the place that is easy to travel to	
Intention to Purchase	ITP1	I am willing to purchase ceramic course for the course's quality reasons	Likert Scale

Table 3.1 Measurement of Each Variables Table (cont.)

Variable	Item	Measurement Item	Scale
Intention to Purchase	ITP2	Affordable price is the driving force for my purchase intention of ceramic course	Likert Scale
	ITP3	Advertisement is the effective way to increase my purchase intention of ceramic course	
	ITP4	Quality of the studio is the driving force for my purchase intention of ceramic course	
	ITP5	Conveniency of travelling to the studio motivates my purchase intention of ceramic course (eg. Studio is close to public transport)	

3.4 Research Data

As stated by Blaikie (2003), the latest data the produced by the primary resources through observation, interviews, and questionnaire to solve the questions related to the research is called the primary data. In contrast, the raw data that had been collected by others for some general purpose or a research project is called secondary data.

For this research, the researcher is using quantitative research method and the primary data are collected via questionnaires. The questionnaires used the online survey method, and the data are collected via Google Form, or Google's online questionnaires platform. There are many ways for the respondents to answer the questionnaire including computer, laptop, tablet, and mobile phones. The area of this research is in Thailand so there is a translated version of the questionnaire to help Thai people to understand the context of the questionnaire correctly. Doing the survey in both Thai and English language helps improve the validity and the reliability of the data because it helps to reduce the risks of the respondent to misinterpret the survey questions.

The goal of this research is to study the effect of marketing mix on intention to purchase of the customer toward the ceramic course. Therefore, the target group of this research could be anyone and there is no specific demography. The survey questionnaire was distributed to the respondents via URL of the Google Form.

3.5 Questionnaire

According to Polit and Hungler (1997:466) the definition of questionnaire is the method used to gather data from the respondents about their belief, attitude, feelings, and knowledge. Questionnaire is the most used instrument for quantitative research by far and they are conducted by online, phone, or administered in person. As reported by Arikunto (2002:126), a questionnaire should consist of the sum of written questions that will be used to acquire the information of the respondents.

The questionnaire comprises with these following sections

1. Section A: Personal information about the respondent
2. Section B: Product Factors
3. Section C: Price Factors
4. Section D: Promotion Factors
5. Section E: Place Factors
6. Section F: Intention to Purchase

This research used only one research instrument to induce the related information from the respondents. The question must not be too short that it fails to elicit the information required but not too long to optimize the response rate (John, 1998).

In this research, the researcher used two types of data including nominal and interval data. Nominal scale is used to classify subjects into certain category (Bambel, 2014). Nominal data have to be mutually exclusive in the manner that no two or more events can happen at the same time. It can be further explained by an example such as the gender of the respondents which cannot be both gender at the same time and they must be classified as either male or female. Dichotomous scale, which is a type of nominal scale, is used for demographic questions. Dichotomous scale is used to categorize the answer to a question based on yes or no answer (Sekaran & Bougie, 2016).

The second type of scale used in this research is the interval scale and it is used for the main questions. The interval scale is used to measure the distance between two points in a certain scale (Bambale, 2014) In this study, the researcher uses a type of interval scale called Likert scale. Likert scale was made to quantitatively measure the answerers' attitude (Likert, 1932).

3.6 Population

The population of this research is broad, and it can be anyone. The respondent can be either female or male and they can be any age. They can reside anywhere, and they can be of any race and educational level. The reason of it is because the goal of this research is to study people's thought about the effect of marketing mix on the intention to purchase of ceramic course. There is a limitation to this study as well. The population's limitation is only taken from people living in Thailand and mostly Thai people.

3.7 Sampling Size

Richardson (2005) defined a sample as a subset of the population being researched, which included the process of picking a few (samples) from a larger group

(the sampling population) to serve as the basis for estimating or predicting a fact, condition, or outcome for the larger group (Kumar, 1996).

A purposive sampling strategy is used when it is impossible to investigate an entire population, but the population is known. (Stephanie, 2013) The Slovin formula allows a researcher to sample a population with a desired level of accuracy. Slovin Formula, as stated below, will be utilized to measure the sample in this investigation (Simamora, 2004:37).

3.8 Data Collection Procedure

The data collection procedure for this research the researcher only use questionnaire to obtain the primary data to collect enough data to analyze for the results. The researcher uses online survey platform known as Google Form for the questionnaire and the questionnaires are distributed through online URL. The respondent will receive the URL, which will give them access to the questionnaire, and do the questionnaire online. Then the data will be recorded by the Google Form. After that the questionnaire will be tested for its validity and reliability.

3.9 Method of Data Analysis

3.9.1 Reliability Test

The consistency, stability, and repeatability of a researcher's finding are deemed dependable if consistent results have been acquired in identical conditions but under various circumstances (Twycross and Shields, 2004). Cronbach's alpha is used to measure the consistency of a questionnaire, which is primarily illustrated by Likert Scale questions. As reported by Laerd Statistics (2013), the most popular metric of internal consistency or reliability is Cronbach's alpha.

The formula for the standardized Cronbach's alpha:

$$\alpha = \frac{k}{k - 1} \left(1 - \frac{\sum V_i}{V_t} \right)$$

Where:

- k = number of questions
- V_i = variance of scores on each question
- V_t = total variance of overall scores (not %'s) on the entire test

As stated by George & Mallery (2003), the rules of thumb for measuring reliability are shown in table 3.2. If the alpha is more than 0.6, a good or positive variable can be considered acceptable.

Table 3.2: Cronbach's Alpha and Internal Consistency

Cronbach's Alpha	Internal Consistency
$0.00 < \alpha < 0.20$	Poor / Unacceptable
$0.20 < \alpha < 0.40$	Questionable / A Bit Reliable
$0.45 < \alpha < 0.60$	Acceptable / Reliable Enough
$0.60 < \alpha < 0.80$	Good / Reliable
$0.80 < \alpha < 1.00$	Excellent / Very Reliable

3.9.2 Descriptive Research

As reported by Burns and Grove (2003), the goal of descriptive research is to paint a picture of a situation as it occurs naturally. It can be used to justify present practice, make decisions, and build hypotheses. The goal of descriptive research is to summarize and convey data. It can be used to calculate central tendency. The mode, median, and mean are three popular metrics of central tendency. A data set's mode is the value that appears the most frequently. An ordered distribution's median is the point in the middle. The mean is calculated by dividing the total number of entries by the number of entries. As stated by Aggesti (2009), the mean which is the average value of a variable is obtained by summing the values of each instance and dividing by the total number of examples.

Table 3.3: Descriptive Research's Mean and Evaluation Table

Mean	Evaluation
1.00 - 1.5	Very weak
1.50 - 2.49	Weak

Table 3.3: Descriptive Research's Mean and Evaluation Table (cont.)

Mean	Evaluation
2.50 - 3.49	Strong
3.50 - 4.00	Very strong



CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Reliability Test

In this research the researcher uses Cronbach's Alpha to test the reliability of the questionnaire. The internal idea consistency of a Likert scale question is measured using a reliability test that includes Cronbach's alpha, which examines the reliability of all statements in scaled questions. (Goforth, 2015). As shown in Chapter 3 the Cronbach's Alpha table said that the variable is considered good/reliable once the Cronbach's alpha value is more than 0.6.

Table 4.1.1: Product Variable Cronbach's Alpha Value Table

Variable	Item	Corrected Item- Total Correlation	Cronbach's Alpha
Product	PROD1	0.569	0.690
	PROD2	0.629	
	PROD3	0.350	

The data from the table above shows that from the value of Cronbach's Alpha for all the question in the product's variable is 0.690 and according to the Cronbach's Alpha table the value of Cronbach's Alpha should be greater than 0.6 to be considered good/reliable. So, from the table above it shows that all the questions are good/reliable.

Table 4.1.2: Price Variable Cronbach's Alpha Value Table

Variable	Item	Corrected Item- Total Correlation	Cronbach's Alpha
Price	PRI1	0.519	0.672

Table 4.1.2: Price Variable Cronbach's Alpha Value Table (cont.)

Variable	Item	Corrected Item- Total Correlation	Cronbach's Alpha
	PRI2	0.534	
	PRI3	0.450	

The table above shows that all the questions in price's variable is good/reliable at the Cronbach's Alpha value of 0.672 which is more than 0.6.

Table 4.1.3: Promotion Variable Cronbach's Alpha Value Table

Variable	Item	Corrected Item- Total Correlation	Cronbach's Alpha
Promotion	PROM1	0.667	0.821
	PROM2	0.751	
	PROM3	0.590	
	PROM4	0.584	

According to the table 4.1.3, the four questions in promotion's variable is excellent and very reliable because the value of the Cronbach's Alpha is 0.821 which is considered excellent and very reliable. As stated in Cronbach's Alpha table in Chapter 3 that when Cronbach's Alpha's value is greater than 0.8 it is considered excellent/very reliable.

Table 4.1.4: Place Variable Cronbach's Alpha Value Table

Variable	Item	Corrected Item- Total Correlation	Cronbach's Alpha
Place	PLA1	0.539	0.645
	PLA2	0.475	
	PLA3	0.379	

The table above shows that all the questions in place's variable is good and reliable with Cronbach's Alpha value greater than 0.6.

Table 4.1.5: Intention to Purchase Variable Cronbach's Alpha Value Table

Variable	Item	Corrected Item- Total Correlation	Cronbach's Alpha
ITP	ITP1	0.559	0.754
	ITP2	0.481	
	ITP3	0.383	
	ITP4	0.675	
	ITP5	0.546	

As indicated in the table above, all the question in intention to purchase variable is reliable with the Cronbach's Alpha value of 0.754.

4.2 Descriptive Analysis

Table 4.2.1: Descriptive Statistic of Product

		Statistics		
		Q5 Product1	Q5 Product2	Q5 Product3
N	Valid	149	149	149
	Missing	0	0	0
Mean		3.61	3.79	3.52
Median		4.00	4.00	4.00
Mode		4	4	4

From the data of the table above, the question that has the greatest contribution is PROD2 with the mean of 3.79 and the question is about the respondents' belief that quality is an important criterion for buying a service. The least contribution is from PROD3 with a mean of 3.52 which is still considered very strong, and the question is about the respondent's belief that high-quality is important for buying the service.

Table 4.2.2: Descriptive Statistic of Price

		Statistics		
		Q6 Price1	Q6 Price2	Q6 Price3
N	Valid	149	149	149
	Missing	0	0	0
Mean		3.36	2.71	3.55
Median		4.00	3.00	4.00
Mode		4	3	4

According to the table, question PRI3 has the most contribution with the mean value of 3.55. Question PRI3 is about the respondents' behavior whether they like to compare prices of the services that they are interested in. On the other hand, question PRI2 has the least contribution with the mean value of 2.71 which means most of the respondents weren't strongly agree with this question, but the contribution is still strong at the mean of 2.71. The question PRI2 is about whether the respondent will buy the service because it is a cheaper option.

Table 4.2.3: Descriptive Statistic of Promotion

		Statistics			
		Q7 Promotion1	Q7 Promotion2	Q7 Promotion3	Q7 Promotion4
N	Valid	149	149	149	149
	Missing	0	0	0	0
Mean		2.79	2.67	2.82	2.16
Median		3.00	3.00	3.00	2.00
Mode		3	3	3	2

The promotion related question with the most contribution is question PROM3 with the mean value of 2.82. The question with the least contribution that is related to promotion is PROM4 with the mean value of 2.16 which is considered weak, and the question is about whether the respondents trust the message on the advertisement.

Table 4.2.4: Descriptive Statistic of Place

		Statistics		
		Q8 Place1	Q8 Place2	Q8 Place3
N	Valid	149	149	149
	Missing	0	0	0
Mean		3.12	2.71	3.58
Median		3.00	3.00	4.00
Mode		3	2 ^a	4

a. Multiple modes exist. The smallest value is shown

The data from the table 4.2.4 show that the question with the most contribution in place variable is PLA3 which is about the conveniency of transportation to the place. The mean value of this question is 3.58 which is considered very strong. The question with the least contribution is PLA2 and it is about whether the respondents believe that positive characteristic of the place will come up quicker if the place is located in luxury mall. The mean value of this question is 2.71.

Table 4.2.5: Descriptive Statistic of Intention to Purchase

		Statistics				
		Q9 ITB1	Q9 ITB2	Q9 ITB3	Q9 ITB4	Q9 ITB5
N	Valid	149	149	149	149	149
	Missing	0	0	0	0	0
Mean		3.60	3.46	2.92	3.38	3.50
Median		4.00	4.00	3.00	3.00	4.00
Mode		4	4	3	4	4

According to the table 4.2.5 the question with the least contribution is ITB3 which is related to promotion factor. Which means that promotion factor contributes the least in affecting intention to purchase ceramic course. The mean value of ITB3 is 2.92. In contrast, the question with the most contribution is ITB1 with the mean value of 3.60 and it is about product factor. Which shows that the product factor contributes the most in influencing intention to purchase ceramic course.

4.3 Correlation Analysis

In this research the researcher used Spearman's Rho to analyze the questionnaire results. Correlation analysis will explain whether the hypothesis is accepted or rejected through the significance value, and it provides some insight of the strength of the correlation between the variables through correlation coefficient.

Table 4.3: Spearman's Rho Correlation Analysis

			TOTAL ITP
Spearman's Rho	TOTAL PROD	Correlation Coefficient	.379**
		Sig. (2-tailed)	<.001
		N	149
	TOTAL PRI	Correlation Coefficient	.278**
		Sig. (2-tailed)	<.001
		N	149
	TOTAL PROM	Correlation Coefficient	.396**
		Sig. (2-tailed)	<.001
		N	149
	TOTAL PLA	Correlation Coefficient	.566**
		Sig. (2-tailed)	<.001
		N	149

** . Correlation is significant at the 0.01 level (2-tailed).

Hypotheses of this research is shown below and according to the Spearman's Rho correlation analysis, shown in the table above, the relationship of variables are significant at 0.001 which means all the hypotheses are accepted.

H1: The more premium the service, the higher number of people will buy ceramic course – Hypothesis Accepted

This hypothesis is exploring the relationship between quality of the service and the intention to purchase ceramic course. It is represented by TOTAL PROD and TOTAL ITP variable where TOTAL PROD is independent variable and TOTAL ITP is the dependent variable. The analysis from the Spearman's Rho, according to table 4.3 above shows that, the H1 is accepted because the significant value is less than 0.001 and there are weak to moderate correlation between service's quality and intention to purchase ceramic course as explained by correlation coefficient value of 0.379.

H2: The more affordable the price is, the higher number of people will buy ceramic course – Hypothesis Accepted

The second hypothesis, H2, tries to prove the relationship between affordable price and intention to purchase ceramic course. It is represented by the TOTAL PRI and TOTAL ITP variable. The relationship between TOTAL PRI and TOTAL ITP shows that the hypothesis is accepted with the significant value under 0.001 according to the table above. It also shows that there is weak correlation between the two variables from the correlation coefficient of 0.278.

H3: The more promotion is made, the higher number of people will buy ceramic course – Hypothesis Accepted

H3, the third hypothesis of this research, tackle the relationship between promotion and intention to purchase ceramic course. The TOTAL PROM and TOTAL ITP represent this hypothesis where TOTAL PROM is the independent variable and TOTAL ITP is the dependent variable. The Spearman's Rho analysis from the table 4.3 above shows that the relationship between TOTAL PROM and TOTAL ITP is significant under 0.001 therefore H3 is also accepted. It also tells that the correlation coefficient is 0.396 therefore there is a weak to moderate correlation between promotion and intention to purchase ceramic course.

H4: The better the quality of the place, the higher number of people will buy ceramic course – Hypothesis Accepted

The purpose of the fourth hypothesis, H4, is to try to find the relationship between quality of the place or locale and intention to purchase ceramic course. The variables represent this hypothesis are TOTAL PLA and TOTAL ITP which will show the relationship between place and intention to purchase ceramic course. According to the data from the Spearman's Rho analysis in table, the researcher can conclude that the hypothesis 4 or H4 is accepted with the significant value under 0.001 and is the one that have strongest correlation among the four hypotheses with correlation coefficient of 0.566 which means there are moderate correlation.

4.4 Regression Analysis

Table 4.4.1: Regression Analysis: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.456	.440	1.981

a. Predictors: (Constant), TOTAL PLA, TOTAL PRI, TOTAL PROD, TOTAL PROM

Table 4.4.2: Regression Analysis: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	472.892	4	118.223	30.123	<.001 ^b
	Residual	565.148	144	3.925		
	Total	1038.040	148			

a. Dependent Variable: TOTAL ITP

b. Predictors: (Constant), TOTAL PLA, TOTAL PRI, TOTAL PROD, TOTAL PROM

Table 4.4.3: Regression Analysis: Coefficients

		Coefficients^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.773	1.389		2.717	.007
	TOTAL PROD	.569	.128	.307	4.446	<.001
	TOTAL PRI	.074	.097	.051	.767	.444
	TOTAL PROM	.095	.067	.101	1.410	.161
	TOTAL PLA	.549	.107	.399	5.127	<.001

a. Dependent Variable: TOTAL ITP

According to the regression analysis's result of the questionnaires there are correlation with the value of $R = 0.675$ and R square of 0.456 . Another table, the coefficients table shows that there are two factors which are the predicator of intention to purchase of ceramic course. The first one is TOTAL PROD and the second one is the TOTAL PLA because both factors are significant under 0.001 while TOTAL PRI and TOTAL PROM is over 0.005 . The table also show the strength of the predicator via beta coefficient where TOTAL PLA is a stronger predicator with beta coefficient of 0.399 and TOTAL PROD is a little weaker with lower beta coefficient of 0.307 . The conclusion that can be drawn from the result of the table is that the TOTAL PROD and TOTAL PLA is the predicator of the intention to purchase of the ceramic course therefore H1, 'The more premium the service, the higher number of people will buy ceramic courses' and H4, 'The better the quality of the place, the higher number of people will buy ceramic course', are accurate and significantly related to intention to purchase ceramic course.

CHAPTER V

RECOMMENDATION AND CONCLUSION

5.1 Conclusion

The goal of this research is to study the relationship between the marketing mix (4Ps) and the intention to purchase of ceramic course. This research tackles the question of whether the elements of marketing mix (4Ps), which include product, price, promotion, and place, have impact or no impact on the intention to purchase of the ceramic course. If it has impact on the intention to purchase of the ceramic course, does it have a strong or weak impact and does it impact the intention to purchase of ceramic course positively or negatively. After gathering data from the questionnaires and analyze those data through Spearman's Rho correlation analysis and linear regression analysis the result shows a satisfying answer to the research questions and the hypotheses.

The result from the Spearman's Rho correlation analysis verifies that all the factors in the marketing mix (4Ps) including product, price, promotion, and place correlate significantly with the intention to purchase of ceramic course and all factors are significant under 0.001. The Spearman's Rho also shows the strength of correlation of each factor. The factor that has the strongest correlation with the intention to purchase of ceramic course is place factor then follow by promotion factor and product factor respectively. The factor with weakest correlation is price factor.

This research also includes linear regression analysis of the data, and the result give interesting answers for the research question and hypotheses as well. The result can be concluded that the product factor (TOTAL PROD) and place factor (TOTAL PLA) are the predictor of the intention to purchase of ceramic course because the significant value is lesser than 0.001. The linear regression analysis also shows that the place factor (TOTAL PLA) is a more influential factor toward the intention to purchase of ceramic course than product factor (TOTAL PROD).

The results from the finding in this research provide answers to the research question, and the objective of this research which is to find the relationship between the marketing mix (4Ps) and the intention to purchase of the ceramic course is achieved. The results from the findings can be used to improve the business of ceramic studio that provide ceramic lessons.

5.2 Recommendation

From the result of the findings in this research the ceramic studio business can use this information to develop and improve their business strategy. The result from the findings shows that all the factors of the marketing mix (4Ps) have significant impact on the intention to purchase of the ceramic course. It also shows that the predicator of the intention to purchase of the ceramic course are product factor and place factor.

According to the information mention above the business owner should emphasize on the quality of their core course and the service they provide to their customer because the more premium the service the more likely people will buy the ceramic course. The owner must make sure that the core course can make the student know how to make ceramic pottery and that they can easily understand. The owner should make the service around the core course premium as well. They can create an application for their ceramic studio where the customer can do booking for the class easily. Another recommendation is to provide some snacks and drinks for the customers when they are in the studio. Lastly, the way the staff treat the customer must be friendly and professional. These are some ideas to make the ceramic studio's service more premium.

The other factor that the ceramic studio's owner should focus on is the place factor. The owner should make the place looks good whether through unique design, cleanliness, or both and choose the place where it is convenience for customers to travel to. The place factor has significant impact on the intention to purchase of the ceramic course therefore improving the location and design of the studio will have a positive impact on the intention to purchase the ceramic course.

The next two factor is significantly related to the intention to purchase of ceramic course but have lesser influence on the it than the product and place factor. First is the price factor and the result proving that the more affordable the price the more likely people will buy the ceramic course even though it is not as impact full as the other two factor mentioned earlier. The ceramic studio owner can use this information to find a better pricing strategy for their business. They should make the price as affordable as they can to attract more customers.

Lastly, the result of this research also prove that the more promotion made the more people will buy the ceramic course. The ceramic studio owner can choose to do more promotion via social media to gain more awareness and recognition from the new and existing customers. They should make an Instagram, Facebook, and Twitter page and also YouTube channel to gain more followers or fan base which will help in organic promotion.



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